

# Annual Report 2009

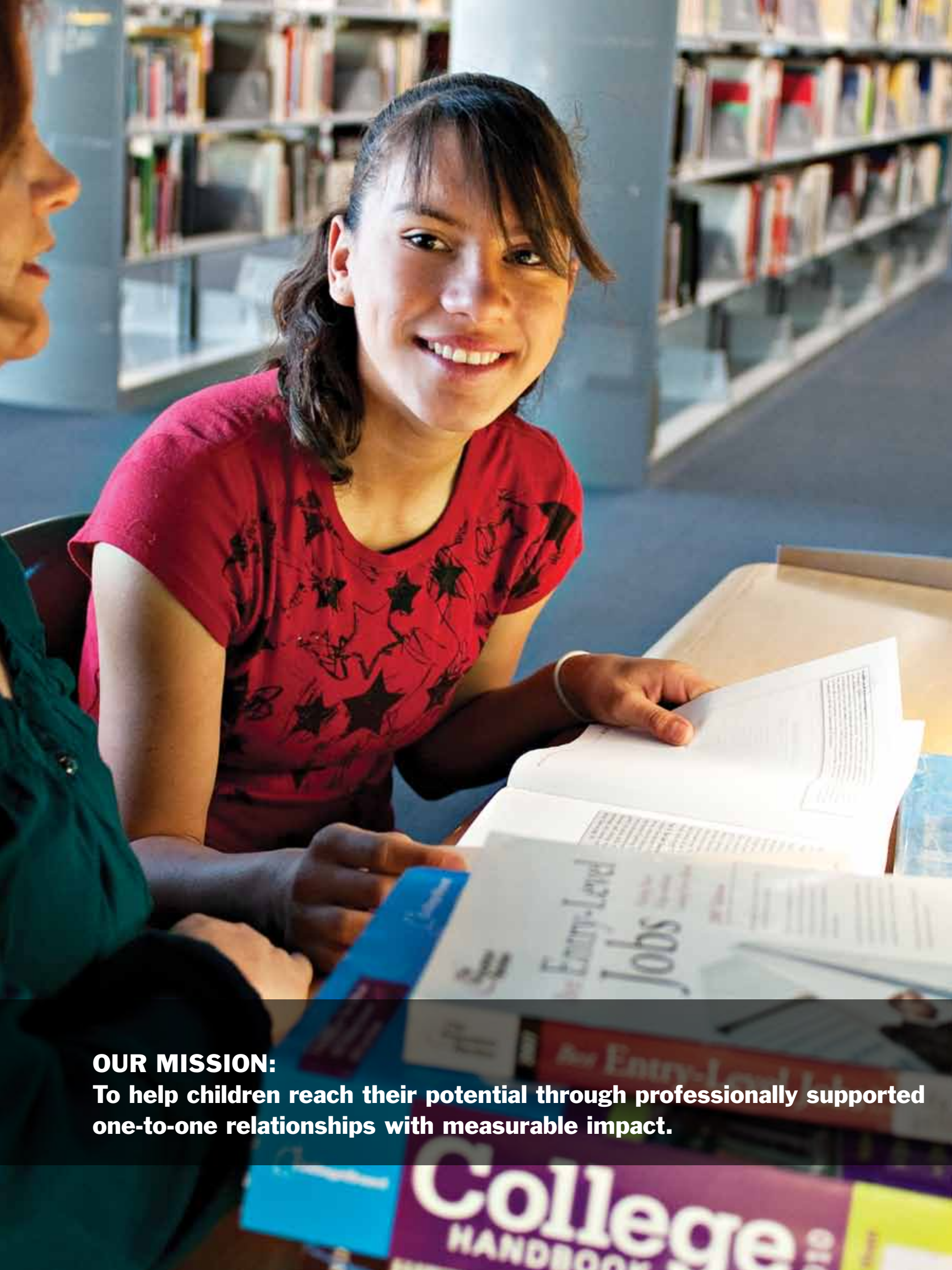


**Big Brothers Big Sisters  
of America**

Inherent in every child is the ability to succeed and thrive in life. Through the generous support of donors and volunteers, we help children reach their potential and, through them, transform families, schools and communities across the country.







**OUR MISSION:**  
To help children reach their potential through professionally supported one-to-one relationships with measurable impact.

# Leadership

## Letter from the CEO

Dear Supporter,

It is an honor to address you in the 2009 annual report as the new president and chief executive officer of Big Brothers Big Sisters of America. Please accept warmest greetings and gratitude for your commitment to our nation's children.

Loyal supporters like you help our organization flourish, evolve and sustain our relevance in society. Most importantly, you help us build relationships that transform the lives of children and families in communities across the country.

As a former Big Sister and now CEO, I share your passion and commitment to the mission. With your support, in 2009 we positively impacted the lives of nearly a quarter million children nationwide. Although it was a challenging year, we were able to fulfill our mission in a sustainable way that maintained the highest level of quality.

In 2009 we continued outreach to the children who need us most, enhanced our agencies' abilities to achieve longer, stronger matches, and helped ensure that every child we serve achieves positive outcomes. It is our hope that as economic conditions improve in the coming years, we will see quality program growth and increase our ability to reach even more children.

You are dedicated, as am I, to continuing this mission of serving at-risk children. On behalf of the children whose lives you have impacted and those we will impact together, thank you for all you have made possible.

Regards,

*Karen J. Mathis*

Karen J. Mathis  
*President and Chief Executive Officer  
Big Brothers Big Sisters of America*







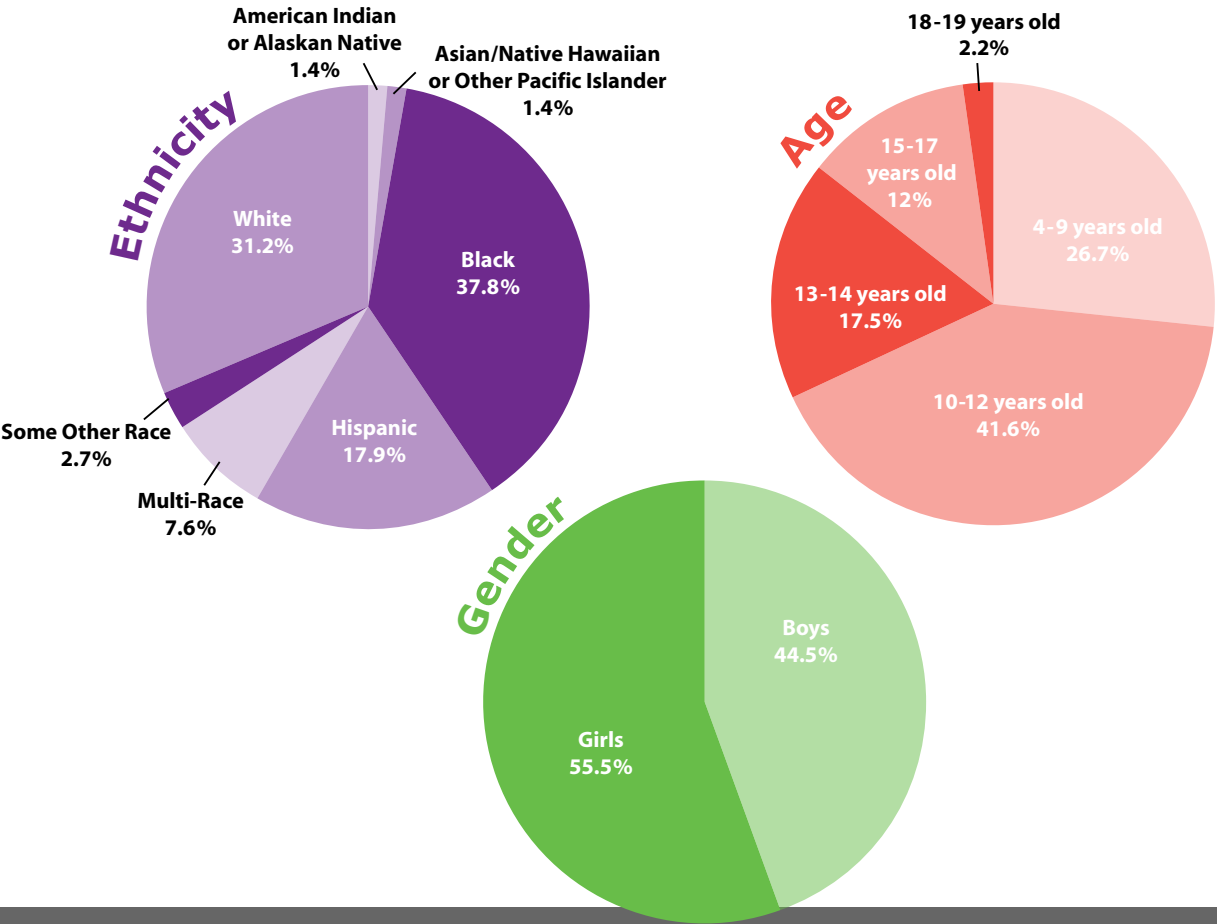
Over 13 million children in the United States live in poverty.

# Our Impact

## Lives Impacted

### Lives Impacted

With programs located in communities across the country, the Big Brothers Big Sisters network last year served 245,000 children in need of positive role models. Those children were mentored by caring volunteers through our two core programs, community-based and school-based mentoring. Those relationships were made possible through the generosity of our donors.



Large majorities of adult Littles surveyed say their Big provided stability when they needed it (90%) and changed their perspective on what they thought possible in life (81%).



# Our Impact

## Lives Impacted

**One child whose life has been impacted is Little Sister Jocelyn.**

Jocelyn’s mother was absent from her life, and she was being raised by her father and grandmother. They contacted Big Brothers Big Sisters when they realized “there was a hole in her support that we alone could not satisfy.”

Debbie signed up to be a Big Sister at Big Brothers Big Sisters of Northeast Indiana for what she thought was a self-less act, but now 10 years later, she realizes she wound up finding her true self thanks to her Little, Jocelyn.

When Debbie would travel, she would mail her Little postcards, while Jocelyn sat on her bed paging through National Geographic magazines, exploring all the places across the globe she’d like to visit someday just like her Big. Jocelyn had never been on a family vacation or even a camping trip, but as their relationship grew, Debbie invited her Little to join her family on their road trip to Cape Cod and Niagara Falls. And that was the spark that ignited a passion in this now young woman.

As Jocelyn grew older, she took advantage of every opportunity to travel through educational and community programs. That following winter, they celebrated Jocelyn’s acceptance into the People to People Student Ambassador Program.

Jocelyn will be starting college in the fall with a double major, and hopes to someday repay her Big by becoming a Big Sister herself. She looks forward to continuing a life-long friendship with Debbie, and is excited for the day when her Big will help her plan her wedding, a prospect that Debbie welcomes.

*“I went to different countries: Australia, Japan, Scotland and England. Without Debbie, I never would have thought it possible to be able to go to the far edges of earth to see things that I had only seen in pictures and to have some of the best experiences of my life.”*



# Programs

## Targeted Programs

**Targeted Programs**

In 2009 Big Brothers Big Sisters continued our commitment to reaching the children who need us most by engaging with traditionally underserved communities and, together, developing initiatives that address each community’s unique challenges. We continue to impact lives through programs like Amachi which serves children with an incarcerated parent and by targeting schools in impoverished areas through School-Based Mentoring.

We also continue to focus on diversity and inclusion by engaging with partners such as African American Fraternities including Alpha Phi Alpha, Kappa Alpha Psi and Omega Psi Phi, as well as growing our Hispanic Mentoring Leadership Network across the country.

**One program we expanded in 2009 is supporting the children of military families.**

During the past ten years our country has seen high levels of military deployment with repeat tours of duty. Over 1.9 million troops have been deployed in the Middle East since September 11, 2001. Nearly 900,000 individuals in these troops have children. Children in military families often are deeply affected – many displaying increased levels of anxiety and behavioral problems at home and school.

Military personnel and veterans are responding. Our experience and recent studies indicate that military personnel and veterans are ready to volunteer to help their country, especially our children.

On Veteran’s Day 2009, U.S. Air Force Staff Sergeant Francisco Hernandez and his 16-year old Little Brother Raul helped launch Big Brothers Big Sisters’ expanded mentoring services for children in military families, military men and women, veterans and reservists. The program, made possible by generous multi-year commitments from the T. Boone Pickens Foundation and Jack in the Box, supports children whose parents are often under heavy stress or deployed and military personnel who serve as high quality volunteer mentors to these children.

“Through our Military Mentoring program, Raul’s mother says she has seen improvement in her son’s school performance and self esteem. With Big Brothers Big Sisters’ track record of helping vulnerable kids succeed, our military partnerships have enormous long-term implications for so many kids like Raul and communities across the nation,” said Karen J. Mathis, president and chief executive officer. “We are committed to giving children of military families every chance to succeed, while providing meaningful civilian volunteer opportunities for military men and women, reservists and veterans.”





**Over 1.7 million children under age 18 have a parent in prison.**

# Success

## Measuring Success

### Measuring Success

At Big Brothers Big Sisters we are proud of the number of children we serve, but we are particularly proud of the quality of the relationships we provide. We know that the longer a child is matched with a Big and the stronger their relationship, the more positive the outcomes.

As an organization committed to learning we have the tools in place that allow us to deliver the best, most impactful services possible – tools that allow us to measure the success of every relationship, share important data across our network, and continue to refine and enhance our programs.

To help our agencies achieve longer, stronger matches that deliver positive results for children, Big Brothers Big Sisters of America implemented a tool called the Youth Outcomes Survey in 2009, powered by our groundbreaking technology system, the Agency Information Management System (AIM).

AIM is a unique and proprietary database that allows us to track and evaluate relationships between our volunteers and the children we serve. Our new outcomes measure tracks annual progress of children in our program in three key areas:

- **Academics**
- **Relationships**
- **Risk Attitudes and Behaviors**

Survey results will be closely monitored and help us better meet the needs of each individual child.

The overwhelming majority (90%) of alumni Littles surveyed reported that their relationship with their Big helped in making better choices through their childhood. Nearly as many (86%) said the same about making better choices throughout adult life.





Every year, nearly one-third of all public high school students—and almost one-half of minorities—fail to graduate with their class.

# National Board

## Officers and Members of the Board

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Over three-quarters (77%) of former Littles surveyed reported doing better in school because of their Big and almost two-thirds (65%) agreed that their Big helped them reach a higher level of education than they thought possible.



# Our Donors

## Our Donors

We are proud to acknowledge the following Leadership Donors for their generosity and commitment to a better future for our nation’s young people.

### \$1,000,000+ Leadership Donors

**Atlantic Philanthropies**  
**Donald\* and Ana Carty**  
**Edna McConnell Clark Foundation**  
**Philip Morris USA, an Altria Company**  
**The T. Boone Pickens Foundation**



### \$500,000 - \$999,999

**Comcast Corporation**  
**Comcast Foundation**  
**The Duke Endowment**  
The Jack in the Box Foundation  
MetLife Foundation  
**Greg\* and Cindy Page**  
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### \$250,000 - \$499,999

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The Annie E. Casey Foundation  
The Arby’s Foundation, Inc.  
W. K. Kellogg Foundation  
Rent-A-Center  
**James F.\* and Judith Singleton**

### \$100,000 - \$249,999

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The Bank of America Foundation  
Cars for Kids Sake  
The Estate of Donald J. Eldredge  
LexisNexis  
**Edward\* and Deanna Rudner**  
**Steven Schwartz\***  
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Two Anonymous Donors

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James Annenberg La Vea Charitable Foundation  
**Karen J. Mathis\***  
Robert Taylor\* and Do it Best Corporation

### \$25,000 - \$49,999

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Elizabeth A. Smith\* and Ray E. Newton

### \$15,000 - \$24,999

250 Club  
Bain Capital Children’s Charity  
**The Booth Family**  
Wild Hare Computer Systems  
Kate Snow\* and Chris Bro  
William J. Thompson FBO Samuel Thompson

### \$10,000 - \$14,999

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Kevin\* and Debbie Warren

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Judy and Richard Weill  
Two Anonymous Donors

### \$2,500 - \$4,999

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Cindy Mesko  
The Milton M. Meyer, Jr.  
and Mildred B. Meyer Foundation  
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# Our Donors

## Our Donors

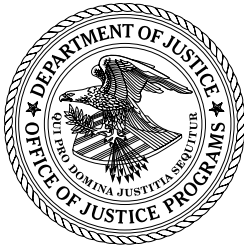
### \$1,000 - \$2,499

Advanced Drainage Systems  
America’s Charities  
Andrus Family Fund  
Tricia Bachus  
Bemis Manufacturing Company  
The Bernard Group Inc.  
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C. Mark Casey  
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Hampton Products International Corporation  
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House of Fara, Inc.  
HP Software  
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Santos Family Foundation  
The Schusler Foundation  
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United States Gypsum Company  
United Steel Products Company  
Werner Co.  
Whirlpool Corporation  
Agnes B. Whittington  
Stu Zeiger  
Ziff Brothers Investments Allocated Gift Fund

### Employee Giving

We are grateful to the Big Brothers Big Sisters of America employees who collectively donated over \$100,000 through the 2009 Staff Giving Campaign. We are proud of our employees’ generosity and dedication to our mission of positively impacting children’s lives.



### Government Support

Big Brothers Big Sisters of America thanks the Office of Juvenile Justice and Delinquency Prevention (OJJDP) for its 2009 investment in building the capacity of Big Brothers Big Sisters to reduce truancy and delinquency in youth across the United States. In 2009, OJJDP also renewed its commitment to the American Indian and Alaskan Native young people through an investment in Big Brothers Big Sisters’ Native American mentoring program in 28 communities across America.

### United Way

Big Brothers Big Sisters thanks the many United Way agencies across America that provide ongoing support for our work in communities everywhere.



### Legacy Council Members

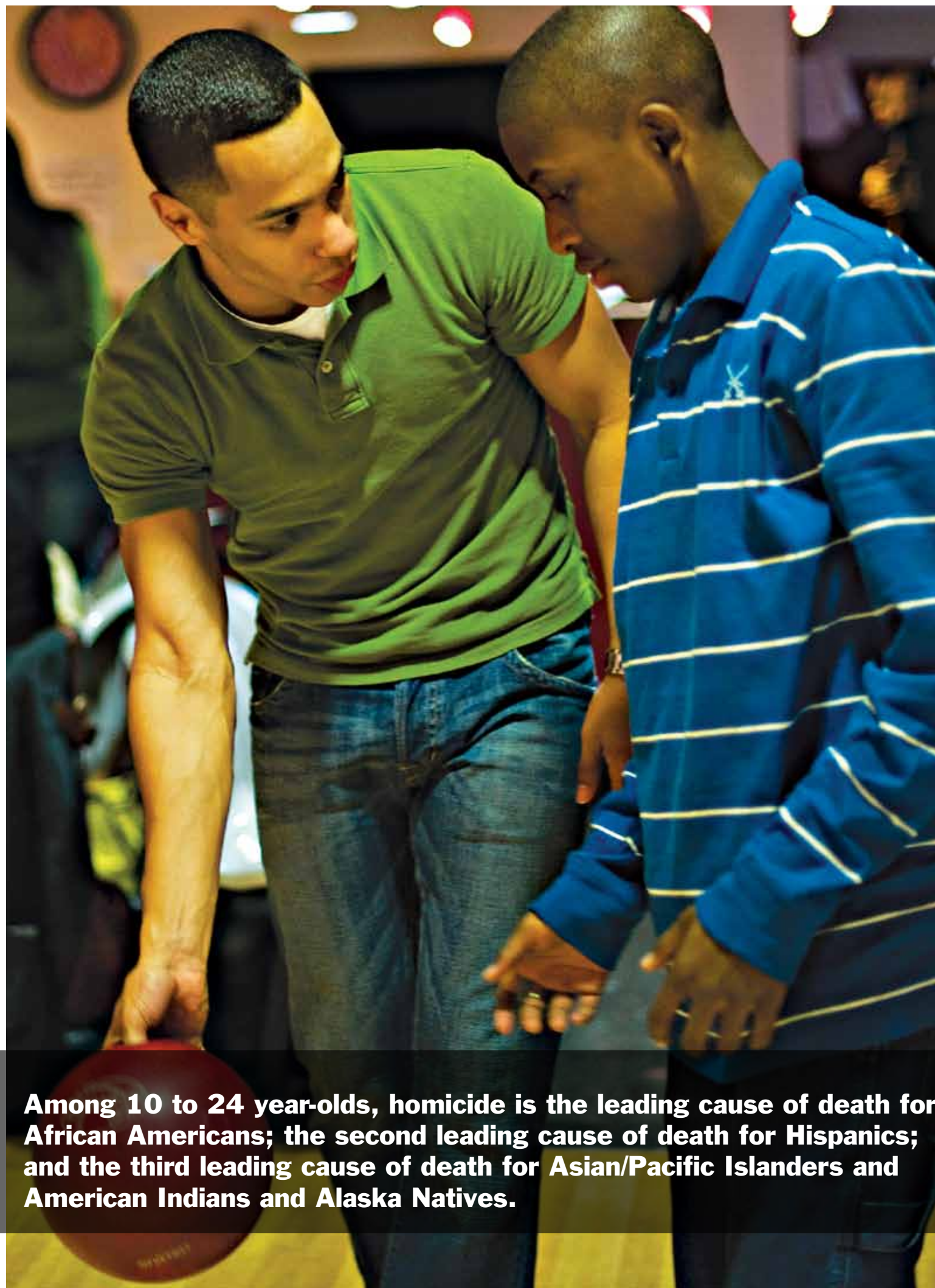
We are deeply grateful to those who have generously provided for Big Brothers Big Sisters in their estate planning.

Bruce H. Akers	Ray Gross	Cyrus J. Quinn
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Robert L. Grimm	Wade W. Nitz	

\*2009 National Board of Directors

**Bold names** indicate donors who have generously made multi-year gifts to Big Brothers Big Sisters of America allowing us to better plan for the future.





**Among 10 to 24 year-olds, homicide is the leading cause of death for African Americans; the second leading cause of death for Hispanics; and the third leading cause of death for Asian/Pacific Islanders and American Indians and Alaska Natives.**

# Mentoring

## Our Mentoring Works

### A Snapshot of Success, Adult Little Survey

We know from controlled studies the benefits of Big Brothers Big Sisters programs – improving children’s odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and getting along better with their family and peers. (To read more about our Community-Based and School-Based Mentoring research, go to [BigBrothersBigSisters.org](http://BigBrothersBigSisters.org).)

To better understand the longer-term value of Big Brothers Big Sisters programs, we commissioned Harris Interactive to contact a group of adults who had been Littles for over a year to ask questions about their experience as Littles and about their wellbeing as adults. The new data gives us a glimpse as to what happens when Littles become adults.

Between March 3 and April 16, 2009, Harris Interactive conducted an online survey of 200 adults who participated in Big Brothers Big Sisters as Littles for at least one year during their childhood.

There were 109 alumni sampled from Harris Interactive’s panel of double opt-in online respondents, called the Harris Poll Online<sup>SM</sup> panel. In addition, alumni were sampled from lists provided by Big Brothers Big Sisters consisting of names provided by 119 of our agencies across the country, as well as people who self-identified as alumni through our e-newsletter subscriber list or the Big Brothers Big Sisters of America website.

Alumni Littles surveyed said they learned right from wrong (76%) and the importance of helping others (84%) from their Big.



**The majority (90%) of adult Littles surveyed agree their Big made them feel better about themselves. Further, 85% say having been a Little helped them to have confidence in their abilities.**

Imagine the possibilities.

**BigBrothersBigSisters.org**





**Big Brothers Big Sisters  
of America**

**BigBrothersBigSisters.org**

**230 N 13th Street • Philadelphia, PA 19107 • tel: 215 567 7000**

Big Brothers Big Sisters of America would like to thank **Lithographics Inc.** for their generous contribution to the printing of this report, and also for producing it to FSC-Certified standards. **LithographicsInc.com**



# BIG BROTHERS BIG SISTERS OF AMERICA

## STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2009

(WITH FINANCIAL INFORMATION FOR DECEMBER 31, 2008)

	<u>2009</u>	<u>2008</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$11,542,357	\$ 8,870,634
Accounts receivable from affiliated agencies (net of allowance for doubtful accounts of \$60,000)	362,989	245,941
Contributions receivable	7,873,329	16,280,348
Investments	-	1,045,470
Prepaid expenses and other assets	112,211	291,221
	<u>19,890,886</u>	<u>26,733,614</u>
CONTRIBUTIONS RECEIVABLE, LONG TERM	1,697,160	2,803,091
PROPERTY AND EQUIPMENT	476,906	503,157
INVESTMENTS - ENDOWMENT		
Cash and cash equivalents	<u>243,944</u>	<u>243,700</u>
TOTAL ASSETS	<u><u>\$22,308,896</u></u>	<u><u>\$30,283,562</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Grants payable to local agencies	\$ 2,341,346	\$ 5,624,673
Accounts payable and accrued expenses	<u>780,719</u>	<u>585,000</u>
TOTAL LIABILITIES	<u>3,122,065</u>	<u>6,209,673</u>
NET ASSETS		
Unrestricted	3,332,943	6,600,245
Temporarily restricted	15,609,944	17,229,944
Permanently restricted	<u>243,944</u>	<u>243,700</u>
TOTAL NET ASSETS	<u>19,186,831</u>	<u>24,073,889</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$22,308,896</u></u>	<u><u>\$30,283,562</u></u>



**Big Brothers Big Sisters  
of America**



# BIG BROTHERS BIG SISTERS OF AMERICA

## STATEMENT OF ACTIVITIES

YEAR ENDED DECEMBER 31, 2009

(WITH SUMMARIZED FINANCIAL INFORMATION  
FOR THE YEAR ENDED DECEMBER 31, 2008)

	2009			2008 Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
<b>PUBLIC SUPPORT AND REVENUES</b>				
Public support				
Contributions and grants	\$ 5,094,802	\$ 6,474,135	\$ -	\$ 11,568,937
Government funding	-	2,867,286	-	2,867,286
	<u>5,094,802</u>	<u>9,341,421</u>	<u>-</u>	<u>14,436,223</u>
Revenues				
Membership fees	3,031,705	-	-	3,031,705
Investment income (loss)	21,992	(83,028)	244	(60,792)
Other income	881,533	-	-	881,533
	<u>3,935,230</u>	<u>(83,028)</u>	<u>244</u>	<u>3,852,446</u>
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>				
Satisfaction of program restrictions	10,878,393	(10,878,393)	-	-
<b>TOTAL PUBLIC SUPPORT AND REVENUES</b>	<u>19,908,425</u>	<u>(1,620,000)</u>	<u>244</u>	<u>18,288,669</u>
<b>EXPENSES</b>				
Program services				
Program development	7,736,040	-	-	7,736,040
Field services	9,619,627	-	-	9,619,627
Member communications	2,670,325	-	-	2,670,325
	<u>20,025,992</u>	<u>-</u>	<u>-</u>	<u>20,025,992</u>
Support services				
Management and general	1,150,268	-	-	1,150,268
Fundraising	1,999,467	-	-	1,999,467
	<u>3,149,735</u>	<u>-</u>	<u>-</u>	<u>3,149,735</u>
<b>TOTAL EXPENSES</b>	<u>23,175,727</u>	<u>-</u>	<u>-</u>	<u>23,175,727</u>
<b>CHANGE IN NET ASSETS</b>	<u>(3,267,302)</u>	<u>(1,620,000)</u>	<u>244</u>	<u>(4,887,058)</u>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<u>6,600,245</u>	<u>17,229,944</u>	<u>243,700</u>	<u>24,073,889</u>
<b>NET ASSETS - END OF YEAR</b>	<u>\$ 3,332,943</u>	<u>\$ 15,609,944</u>	<u>\$ 243,944</u>	<u>\$ 24,073,889</u>



**Big Brothers Big Sisters  
of America**