OUR MISSION: Providing children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.
Dear Friends and Supporters

We are pleased to share our 2015 Annual Report with you. It was an amazing year for Big Brothers Big Sisters of Metro Atlanta (BBBSMA), thanks to the generous support, participation and hard work of our volunteers, donors, Board of Directors, staff, parents and children.

The agency’s most important accomplishments are reflected in the lives of the children we serve. In this report, you can read about the life-changing impact that Big Brother of the Year Kamal Shakir has had on his Little Brother Stephon. Although his circumstances have been challenging, Stephon (like 98% of the seniors in our program) will graduate from high school on time. He has already been accepted at a four-year college.

You can also read more about the remarkable outcomes a mentoring friendship can produce for children facing adversity. “Bigs,” as we call our Big Brothers and Big Sisters, consistently inspire academic success, reduce contact with the juvenile justice system, and help young people grow socially and emotionally.

We also neared completion on our Big Futures Capital Campaign. A magnanimous gift of $1 million from the Arthur M. Blank Family Foundation allowed us to leverage additional gifts and claim $1.25 million in challenge grants. As a result of this generous investment in our agency we have been able to retire our building mortgage. (Please see inside back cover for more information on the campaign).

Other major accomplishments for 2015 included securing a statewide federal grant from the Office of Juvenile Justice and Delinquency Prevention, renewing support from The Marcus Foundation for our Mentoring Children of Prisoners program, and winning the Techbridge Technology Innovation Award.

We particularly want to thank our outstanding Board of Directors, whose tremendous commitment to the children and thoughtful leadership makes our work possible. We also salute the dedicated staff that delivers our program in such a caring and professional manner.

We hope that this report inspires you to become more involved with the agency. We invite you to take a tour of our facility and learn more about Big Brothers Big Sisters!

With gratitude,

Janice McKenzie-Crayton
President and CEO

Mark W. Tipton
Chairman of the Board

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LAST YEAR, 2,139 CHILDREN WERE MATCHED WITH A MENTOR
50% were boys and 50% were girls

Did you know...

...children of parents who didn't finish high school have decreased educational expectations

...children who have an incarcerated parent are seven to ten times more likely to become involved in the juvenile justice system

...although Georgia's graduation rate has improved to 72.5% in recent years, the graduation rate in 2013-14 for economically disadvantaged children was 62.5%, for African-American children the rate is 65.2% and Hispanic children 64.0% (U.S. Department of Education statistics)

Note to agency-based metrics: BBBSMA uses multiple tracking methods to monitor and evaluate program services which include Youth Outcome Survey (YOS), the Agency Information Management (AIM), an agency Scorecard, Satisfaction Surveys, and the Strength of Relationship (SoR) measurement tool.

About the Children We Serve

92% come from a low-income family
81% qualify for the free lunch program
74% live in single-parent households
44% have a parent who is incarcerated
OUTCOMES AND SUCCESS

38 MONTHS
Average length of time children are paired with same mentor.
Initial commitment volunteer asked to make is 12 months.

99%
of the children in our program do not become involved in the juvenile justice system!

99%
of the children in our program are less likely to engage in risky behavior such as drug and alcohol abuse

Did you know...
...children paired with a mentor feel they have a special adult in their lives who is a positive influence
...100% of our children experience an increased level of self-esteem and social acceptance

LITTLE BROTHER ISAAC and BIG BROTHER WILL

94%
increase their scholastic competency

97%
are promoted to the next grade

98%
of seniors graduate high school on time

86%
pursue post-secondary educational opportunities including 4-year and 2-year colleges and the military

Promoting Academic Excellence
ONE-TO-ONE MENTORING IS THE BASIS OF ALL OUR PROGRAMS
Developed in concert with parents, children and volunteers

**Big Brothers Big Sisters of Metro Atlanta**

- Recruit, Enroll and Engage Volunteers
- Create Mentoring Matches
- Screen Children and Families
- Supporting Our Matches
  - Mentoring Towards College program supports match objectives
    - College Prep
    - Financial Literacy
    - Health & Wellness
    - STE(A)M
  - Coaches create Individualized Match Plans, provide supervision and ongoing support

**Serving Metro Atlanta**
We assist children and families in all 12 metro Atlanta counties— the bulk of children come from Fulton, DeKalb, Cobb and Gwinnett counties.

**Communities**
- schools
- corporations
FUNDRAISING EVENTS

The agency’s annual fundraising events provide vital operating funds for our programs, thanks to generous corporate and community supporters.

2015 Bowl For Kids’ Sake
Bowl for Kids’ Sake brings together corporate and community teams to have fun and raise money for a great cause. Top sponsors in 2015 included IBERIABANK, KPMG, CHEP and Chick-fil-A. Hundreds of colleagues, friends and family came together to raise more than $115,000.

Bigs Swing Fore Littles
The fourth annual charity golf tournament presented by IBERIABANK gathered more than 120 golfers for a great day of golfing at the beautiful Atlanta Country Club golf course. Apart from quality golfing in a beautiful setting the day featured a trick shot presentation by Rocky “Rockstar” Snipes and a silent and live auction. The event raised $136,000.

Legacy Awards Gala
Our signature fundraising event honors distinguished community leaders who have made outstanding contributions to their professions and communities. The honorees at the 21st Annual Legacy Awards Gala were Warrick Dunn, former NFL player and philanthropist; Dennis P. Lockhart, President and Chief Executive Officer of the Federal Reserve Bank of Atlanta; and Carol Tomé, Chief Financial Officer of The Home Depot (pictured at right).

The black-tie event was chaired by Atlanta Falcons owner Arthur Blank and his fiancée Angie Macuga, who delivered the evening’s crowning moment when they announced that the Arthur M. Blank Family Foundation would make a $1 million grant to the agency’s Big Futures Capital Campaign.

The gala netted more than $585,000 for its programs through event sponsorships, silent and live auctions, and individual donations.
**Bigs of the Year** are chosen from more than 2,000 outstanding volunteers throughout metro Atlanta. Big Brothers and Sisters are nominated by Littles, families and match support staff members. The Bigs of the Year are selected based on their extraordinary service and commitment during the previous year, but represent the agency in the following year. Both 2016 Bigs of the Year were nominated by their Littles.

**Bianca Hughes**  
**Big Sister of the Year**

Sometimes a Big Sister bridges a generational gap between family members. After being matched with her Little Sister in 2011, Bianca quickly realized that she needed to be that important link for Alexis so that she could grow more confident and excel in school.

When Bianca and Alexis were initially matched, the overwhelming shyness on Alexis’ part made it difficult for them to communicate. But Bianca’s continuous encouragement for Alexis to stand with more confidence and to look her in the eyes finally broke through her shell, revealing a bubbly personality.

Today they are great friends and confidantes, and thanks to Bianca’s continued positive influence Alexis has blossomed into a confident young lady who realizes her self-worth.

Bianca serves as an important generational link between Alexis and her grandmother, whom she lives with permanently. Bianca has helped Alexis maneuver through the difficulties of modern-day adolescence with issues of identity, friends, choices, school and transitions, but also navigating through a media-driven world where social media can pose many challenges.

With Bianca’s help Alexis is maturing into a healthy young woman who aspires to attend Kennesaw State University, where she can fuse her two interests of art and computer sciences into becoming a graphic designer. Her impact on Alexis is undeniable, and Bianca Hughes embodies what it means to be a Big Sister.

“I don’t know where my life would be without her. My Big Sister keeps me going and helps me get better in life. She wants me to the best I can be.”

—Alexis, 17
Kamal Shakir

Big Brother of the Year

There was an instant connection between Big Brother Kamal Shakir and his Little Brother Stephon when they were matched in 2010. Today they are nothing short of each other’s best friends.

Despite his initial shyness, Little Brother Stephon quickly recognized that Kamal, who radiates confidence and authority, came from a similar place. Both grew up without a father figure, without means, and with a desire to be successful, which made Stephon recognize Kamal as a role model from the very beginning. Kamal, on the other hand, was expecting a tough, disrespectful kid, but instead he was paired with Stephon, who was well-mannered and polite.

Kamal got involved with the program after he survived an accident that left him feeling like his life had a greater purpose. The match rapidly turned into a friendship fueled by mutual interests in music, sports, social engagement, and a commitment to faith. After six years Kamal considers Stephon much more than his mentee—he has grown into being a brother, a son, and, most importantly, one of his best friends.

In the six years they have been matched, Stephon has grown from being a shy boy without a serious interest in sports, to becoming a responsible young man who was named Homecoming King, is a Varsity letterman, and is an honor roll student. After Stephon graduates from North Springs Charter High School this year, he has been accepted at several universities.

“While going through high school, I was given a glimpse of what I wanted my life to be like by observing Kamal's life.”

—Stephon, 17
Big Brother
KAMAL SHAKIR
and Little Brother
STEPHON
DONORS AND SUPPORTERS

Thanks to all of our donors, whose generous support makes our work possible. This list includes combined cash gifts of $1,000 or more in 2015.

Miracle Maker ($500,000+)
Anonymous
The Arthur M. Blank Family Foundation
Office of Juvenile Justice and Delinquency Prevention
The Marcus Foundation, Inc.
United Way of Greater Atlanta, Inc.
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Michael B. Jordan and Tessa Thompson sign autographs for Littles at the CREED movie event in November
DONORS AND SUPPORTERS

Thanks to all of our donors, whose generous support makes our work possible.

This list includes combined cash gifts of $1,000 or more in 2015.

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- Ida Alice Ryan Charitable Fund Inc.
- SunTrust Bank, Inc.
- Randall Tanner
- Mark and Diana Tipton
- Turner Enterprises, Inc.
- The Weather Channel
- Wells Fargo Foundation
- Frances Wood Wilson Foundation, Inc.
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- ZWJ Investment Counsel

For a complete list of donors, including in-kind gifts, please visit our website, bbbsatl.org
Note to Financials  BBBSMA receives several large, multi-year grants, which we are required under GAAP accounting to recognize entirely in the year they were received, even though we continue to incur program expenses over the multiple years covered by the grant. In 2015 we recognized funding from several large grants that will be utilized to support our programs in 2016 and 2017. For a complete look at our 2015 financials, visit www.bbbsatl.org.
BIG FUTURES CAMPAIGN

In June 2012, BBBSMA relocated to 1382 Peachtree Street, and immediately began to see the differences made by an easily accessible location and expanded space. “The House,” as it is affectionately called, has quickly become a home for thousands of Bigs, Littles, and Families. The House enriches the core elements of our proven program, facilitating and enhancing our extensive matching and support process. The capital costs associated with our new home, as well as expanded programs for young people in need of intensive support, are being funded through the Big Futures Campaign.

In September 2015 at the Legacy Awards Gala, Arthur Blank and his fiancée Angie Macuga announced a grant of $1,000,000 to the Big Futures Campaign. This generous grant from the Arthur M. Blank Family Foundation allowed us to raise the additional funds needed to claim two challenge grants totaling $1.25 million and retire the mortgage on our building. We are grateful for all the generous support we have received for the campaign.

Gifts of $50,000 or more to the Big Futures Campaign

Anonymous [2]  
The AEC Trust  
The Arthur M. Blank Family Foundation  
John and Mary Brock Foundation  
The Coca-Cola Foundation  
The James M. Cox Foundation  
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ONE FRIENDSHIP. ENDLESS POSSIBILITIES.