Dear Friends and Supporters,

For 57 years, Big Brothers Big Sisters of Metro Atlanta has created professionally supported mentoring friendships for some of Atlanta’s most vulnerable children, thanks to the generous support and hard work of our volunteers, donors, Board of Directors, staff, parents and children.

The Little Brothers and Sisters we serve face daunting obstacles. Almost half of the children in our program have a parent who has been incarcerated, making them seven to ten times more likely to become involved in the juvenile justice system themselves. For young people matched with a Big Brother or Big Sister, however, 99% avoided the juvenile justice system. In these pages, you will find more evidence of the strong impact our program has on children facing adversity.

In 2016 a major focus of the agency was to complete a robust strategic planning process. As we went through this process we continually asked ourselves one question—how can we bring this transformative program to more children?

As a result, in 2017 we will embark on a period of strategic growth. Our ultimate aim is to double the number of children served by 2020. This ambitious goal will require the adoption of new technology to make program processes more efficient and effective, lowering the cost of making and supporting each mentoring match. We will also invest in marketing to raise awareness and attract a greater number of volunteers, and in our fundraising efforts so that we can widen our circle of committed donors.

Your continued support will enable us to reach these ambitious goals, and we look forward to keeping you updated on our progress.

With gratitude,

Janice McKenzie-Crayton
President and CEO

Mark W. Tipton
Chairman of the Board

OUR MISSION: Providing children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.
…children who have an incarcerated parent are seven to ten times more likely to become involved in the juvenile justice system.

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

…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)

…100% of our children experience an increased level of self-esteem and social acceptance.

We serve children ages 6-18

Ethnic makeup of Littles

554 ages 6-11

838 ages 12-15

436 ages 16-18

77% African-American

14% Hispanic

6% Caucasian

3% other

Did You Know...

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…100% of our children experience an increased level of self-esteem and social acceptance.

Household Income

90% of our children come from low-income families

Justice System

48% of our Littles have a parent who has been incarcerated

Home Life

77% of our children live in single-parent households

Juvenile Justice System

99% of our Littles do not become involved in the justice system

Risky Behavior

99% are less likely to engage in risky behavior such as drug and alcohol abuse

Outcomes and Successes

97% increase their scholastic competency

98% are promoted to the next grade

97% of seniors graduate high school on time

87.5% pursue post-secondary educational opportunities including 4-year and 2-year colleges and the military

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

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.
ONE-TO-ONE MENTORING IS THE BASIS OF ALL OUR PROGRAMS

developed in concert with parents, children and volunteers

Our Mentoring Programs

The one-to-one mentoring relationship between a Big and a Little is the basis of all of our programs at Big Brothers Big Sisters of Metro Atlanta. For every match an individual plan is developed to meet the specific needs of each child. The plan is developed in concert with parents, children and mentors, and the staff makes sure the match gets the necessary support along the way.

Our mentoring programs take place within two settings:

The Community-Based Mentoring program is our core program, in which matches participate in activities that promote education, recreation and cultural enrichment in the community. The School-Based Mentoring program partners with local schools and corporations and takes place at the schools during regular school hours.

Our Hispanic Mentoring program serves families that primarily speak Spanish at home, and may be recent immigrants. This group made up 14% of all of our children in 2016. The Mentoring Children of Prisoners program provides children of offenders with caring role models. In 2016, 48% of the children we served had a parent who has been incarcerated.

Supportive Programs

We develop additional programming that meets the needs of the children we serve. In 2016 we offered children in grades 4-12 Mentoring Towards College which focuses on high school graduation, college readiness and life skills, including Financial Literacy workshops. The popular STE(A)IM workshops provide children with inspiration to pursue careers in science, technology, engineering, arts, and math, and the Healthy Living program teaches children and their families about developing better eating and exercise habits.

FUNDRAISING EVENTS

providing vital operating funds for our programs

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 2016 included CHEP, IBERIABANK, EY, KPMG and Salesforce. Hundreds of colleagues, friends and family came together to raise more than $158,000.

Bigs Swing Fore Littles

The fifth annual charity golf tournament presented by IBERIABANK and the Los Angeles Dodgers gathered more than 120 golfers for a great day of golfing at the beautiful Atlanta Country Club golf course. The event raised over $145,000.

Legacy Awards Gala

Our signature fundraising event honors distinguished community leaders who have made outstanding contributions to profession and community. The honorees at the 22nd Annual Legacy Awards Gala were Shan Cooper, Chief Supply Chain and Technology Officer of WestRock; Egbert Perry, Chairman and CEO of Integral; and Meredith Leapley, Founder of Leapley Construction.

The black-tie event was chaired by Mary A. Laschinger, Chairman and CEO of Veritiv Corporation. Russ Spencer of Fox 5 served as the master of ceremonies and Zach Seabaugh provided musical entertainment.

The gala netted more than $611,000 for our programs through event sponsorships, silent and live auctions, and individual donations.

Thank you to our generous corporate and community supporters.
Big Brothers and Big 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. Winners are announced at the annual Big Appreciation Night event, and will be part of the program at the Legacy Awards Gala. Both 2017 Bigs of the Year were nominated by their Littles.

Michael Faunce
Big Brother of the Year

Big Brother Michael Faunce and Little Brother Jaylen were matched in June 2009. Over the past seven years, the pair have grown incredibly close. Regular activities include fishing and football. Michael makes an effort to introduce Jaylen to new things, whether they be new foods or experiences.

When Jaylen’s older brother’s relationship with his Big Brother ended, Michael stepped in and began to include him in their activities. “He never bats an eye when it comes to including both boys,” says Jaylen’s mother Quimberlyn. “We are like one big family.” She continues, “He has taught Jaylen to look people in their eyes. Just to open up and that it’s okay to talk because Jaylen is often closed off. He teaches him how to work and he instills hard work.”

If you ask Michael, he’ll say that Jaylen isn’t the only one benefiting from their match. When looking back on his fondest memories through the years, he says, “There is one event that changed my life forever: when he invited me to “Donuts with Dad” at his school. Going to the school that day and hearing him tell everyone how we were “brothers” and watching them try to make sense of it was literally the sweetest, most surreal and proudest moment of my life. When this story began I thought this was all about just helping a child, only to realize that this has been 100% a mutually beneficial relationship since day one.”

“I admire everything about Mike. He treats me and my family with so much respect. We talk about a lot of things and he’s changed me into a different person than before I met him.”
—Jaylen, 13
Stephanie Pereda
Big Sister of the Year

Stephanie Pereda has been matched to her Little Sister Jayla since August 2014. Since then, their relationship has grown to encompass all aspects of life. Stephanie attends all of Jayla’s basketball games and school events. Whether they are having a sleepover, working on homework together, or discussing first crushes, Stephanie has been a concrete part of Jayla’s life.

In her nomination essay, Jayla says that Stephanie is a real part of the family. “Stephanie is my rock. Yes, she’s hard on me sometimes, but that’s only because she loves me. I love Stephanie more than anything. She is my best friend and my sister. I can talk to her about anything,” Jayla writes. “She has been a big support in my life for the past 2 years. She is really a big part of our family.”

Jayla’s mother, Michele, describes Stephanie as a big sister, a shoulder to cry on, a confidant, and an overall member of the family. “The best part though,” Michele writes, “is that Jayla truly values Stephanie’s opinions and thoughts about her behavior. I have found myself coming to Stephanie about important decisions or issues that I am having with Jayla. I truly value her thoughts concerning my daughter and what is best for her. I cannot say that about many people.”

“Stephanie is my rock. Yes, she’s hard on me sometimes, but that’s only because she loves me. She’s my best friend and my sister. I can talk to her about anything.”

—Jayla, 12
DONORS AND SUPPORTERS
(list of combined cash gifts of $1,000 or more in 2016)

Thank you for your generosity in making a difference in the lives of children in need.

**Miracle Maker (Combined Cash Gifts $10,000+)
- The Marcus Foundation, Inc.
- The Arthur M. Blank Family Foundation
- The UPS Foundation
- Teresa and Alexander Cummings
- Altria
- Marvel Maker
- Miracle Maker
- ($50,000+)
- ($500,000+)
- Georgia-Pacific Corporation
- Georgia Power Company
- Scott Hudgens Family Foundation, Inc.
- Salesforce
- WestRock
- Office of Juvenile Justice and Delinquency Prevention
- Cox Enterprises, Inc.
- Cobb County Board of Commissioners
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- Dream Maker
- ($10,000+)
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- All donors are listed in alphabetical order by foundation.

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**GIVING CIRCLES**
Membership in one of the Big Brothers Big Sisters of Metro Atlanta’s Giving Circles provides an opportunity to make a significant impact in the community. We would like to recognize our most generous individual donors, who made personal gifts in 2016 in support of our annual fund.

**PRESIDENT’S CIRCLE ($5,000+ annually)**
- Joseph and Jourmana Beverly
- John and Mary Bruck
- Ruben J. Brooks
- David Clark
- Gerard Gibbons
- M. Douglas Ivester
- Rosalind Kilpatrick
- Peter Lauer
- Meredith Lepley
- Michael and Suzanne Masters
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- Mark T. Lazzaro
- Dennis P. Lockhart
- Mike and Melanie Mikkio
- Avery A. Munnings
- Richard Novack
- Christopher and Jessica Reichart
- Michael Remskir
- Alan and Carey Scoegeg
- Tim Willkerson

**MENTOR’S CIRCLE ($2,500–$4,999 annually)**
- Scott D. Brown
- Matthew Gelber
- Jim and Maura Kelly
- Mark T. Lazzaro
- Dennis P. Lockhart
- Mike and Melanie Mikkio
- Avery A. Munnings
- Richard Novack
- Christopher and Jessica Reichart
- Michael Remskir
- Alan and Carey Scoegeg
- Tim Willkerson

**For a complete list of donors, including in-kind gifts, please visit our website.**

bbsatl.org
Financial Summary

Revenue

- United Way $511,064
- Government Grants $570,479
- Foundations $221,848
- Individual Giving $270,735
- Corporate Contributions $404,685
- Special Events (net) $915,051
  - Bowl For Kids’ Sake $158,054
  - Bigs Swing Fore Littles $145,319
  - 22nd Annual Legacy Awards $611,678
- Other Income $10,572
- Investment Income $10,042

Total New Revenue $2,914,476
Cash from Prior Year Grants $481,131
Total Revenue $3,395,607

Expenses

- Program Services $2,588,859
- Management and General $296,037
- Fundraising $593,029

Total Expenses $3,477,925

Young Leaders Council

The YLC was launched in 2016 to engage young professionals in support of the mission of Big Brothers Big Sisters of Metro Atlanta (BBBSMA). The vision of the YLC is to support BBBSMA by connecting the Big Community, fundraising, recruiting new volunteers and serving as ambassadors to increase awareness of the agency.

Building Dedication

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.

In September 2015 at the Legacy Awards Gala, Arthur and Angela Blank announced a grant of $1,000,000 to the Big Futures Campaign. The grant from The Arthur M. Blank Family Foundation was a catalyst for BBBSMA to raise the additional funds needed to claim two challenge grants totaling $1.25 million, complete the ongoing capital campaign and retire the mortgage on the building.

In celebration and recognition of all the donors who contributed to the Big Futures Campaign, we renamed our building in honor of the Arthur M. Blank Family Foundation’s generous gift. At the ceremony on September 8, 2016, the new name was revealed as The Angela and Arthur M. Blank Mentoring Center. At the event, the agency also revealed donor recognition installations throughout the building.