Dear Friends, Thanks to a dedicated and resourceful Board of Directors, Agency Leadership and Staff, and Community Stakeholders, 2017 was an exciting year of renewal for Big Brothers Big Sisters of Metro Atlanta. Thanks to their hard work we were able to successfully transition to new leadership and with it, an opportunity to view our mission through fresh eyes.

Since 1960, the agency has provided a life-changing program that has impacted the lives of more than 75,000 Atlanta children. Witnessing the unique and tested power of the BBBS mentoring and matching formula gives us confidence that we have something very special to offer the Atlanta community. As a Board, our vision is to take this outstanding program and scale it to serve more young people. As such we have set an audacious goal to double the number of children we serve in the next four years. With the retirement of our long-time CEO, Janice McKenzie-Crayton, we have had the honor of celebrating her achievements and identifying a worthy successor. We were so pleased to celebrate Janice at the Legacy Awards Gala in September 2017, and to announce Kwame Johnson as our new President and CEO in March 2018.

Kwame’s inspirational passion for our mission, proven commitment to innovation and building partnerships, and nurturing leadership style make him the right leader for Big Brothers Big Sisters of Metro Atlanta as we approach our 60th year of service. We look forward to engaging the community and serving many more children in the years to come. We hope you will join us on the journey.

— David Clark, Chair, Big Brothers Big Sisters of Metro Atlanta Board of Directors

2017 Board of Directors

Executive Committee

David Clark, chair
Comcast

Gerard Gibbons, secretary
UPS

Richard Wells, treasurer
KPMG, LLP

Mark Tipton, immediate past chair, member emeritus
IBERIABANK

Ron Stewart, member emeritus
PRGX

Directors

Amy Agami
Douglas J. Hertz Family Foundation

Angela Blank
The Arthur M. Blank Family Foundation

Julie Branicki
EY

Scott Brown
Georgia-Pacific

Richard J. Bundy
Genesis Career Group, Inc

Kirk Erickson
Cigna

Duriya Farooqui
Atlanta Committee for Progress

Burt Fealing
Southwire

Michael Gillin
Invisible Planet

Halima Horton White
Attorney, Community Volunteer

Rosalind Kilpatrick
Equifax

Peter Lauer
PEL Ventures

John S. Markwalter, Jr.
Atlantic Trust Private Wealth Management

Chana Moran
Wells Fargo

Wayne Paul
Paulway Group, LLC

Gregory Pope
Masters Capital

James Prospero
Salesforce

Randall D. Tanner
Tanner, Tanner, Ballew & Maloof, Inc

Tim Wilkerson
The Home Depot
<table>
<thead>
<tr>
<th><strong>We serve children ages</strong></th>
<th>6-18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>92%</strong></td>
<td></td>
</tr>
<tr>
<td>come from a low-income family</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>1,614</strong> Children paired with a mentor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>48%</strong> boys</td>
</tr>
<tr>
<td><strong>52%</strong> girls</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Providing children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We assist children and families in all 12 metro Atlanta counties, the bulk of children come from Fulton, DeKalb, Cobb and Gwinnett counties</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>32.5 months</strong> average length of time children are paired with same mentor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(12 months is initial commitment Big is asked to make)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>98%</strong> are promoted to the next grade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>98%</strong> of high school seniors graduate on time</td>
</tr>
<tr>
<td><strong>88%</strong> pursued post-secondary educational opportunities</td>
</tr>
<tr>
<td><strong>99%</strong> avoid the juvenile justice system</td>
</tr>
</tbody>
</table>
New Leadership

In 2018, Big Brothers Big Sisters of Metro Atlanta welcomed a new President and CEO, Kwame Johnson, who offers a wealth of experience in the non-profit sector and a pragmatic philosophy that promises to move our organization in an exciting new direction. Here Kwame discusses the future of Metro Atlanta’s youth, and the part Big Brothers Big Sisters of Metro Atlanta will take in generating positive change in our community.

What attracted you to the opportunity to lead Big Brothers Big Sisters of Metro Atlanta?

My overall goal in life, professionally, is to try and solve poverty. It’s a huge problem. I see Big Brothers Big Sisters as a solution to poverty.

This program has a significant impact and measurable results. We serve roughly 2,000 children in Metro Atlanta. 98% of the kids in our program are being promoted to the next grade level, 98% are graduating high school on time, and 99% are avoiding the criminal justice system. Professionally supported one-to-one mentoring works.

We all know, and all the research says, that one’s best chance to escape poverty starts with graduating high school. So, in getting an education, advancing through school, and graduating, a child has their best shot at making it out of poverty.

How does a youth-focused program combat poverty?

There’s a famous quote: “It’s easier to build strong children than repair broken men.”

Our country faces a lot of challenges today, poverty being one of the biggest. Based on reports from the Southern Education Foundation, for the first time in at least 50 years, more than half the kids in our nation’s public education system come from low income families. According to the United Way, of the 1.5 million kids in Greater Atlanta, nearly half a million children live in communities with low or very low child well-being. These numbers are staggering. They can be overwhelming. So where do we start?

As a strategy for solving poverty, focusing on youth is how we’ll get our greatest return on investment. By working with young people and giving them the tools to change their lives, we’re impacting their children, and their children’s children, and generations to come.

What are some of the biggest strengths of Big Brothers Big Sisters?

In the non-profit sector there are plenty of initiatives and tons of programs. What is most vital about our specific approach is the relationships we build. Throughout my career, I’ve learned (and I preach) that relationships, not programs, change people. Ultimately, it’s the relationships that come from a program or initiative that truly effect change.

Our approach is entirely based on relationships—that’s the real power to create change. It’s not only a program. It’s also about how an individual can form a mentoring relationship with someone else and inspire that change. Regardless of what kind of challenge someone is facing, regardless of what zip code they live in, regardless of their situation, the relationship element produces absolutely amazing results, and kids are getting to that next level because of it. ‘Relationship’ is core to what we do.

How can Big Brothers Big Sisters generate the momentum needed for positive change in Atlanta?

Most importantly, we need to demonstrate the power of mentoring. We need to show what professionally supported one-to-one mentoring is all about, because we have the results.

That doesn’t mean we need to be the only one. We need to partner with other organizations that complement the work we’re doing, because we can’t provide every single intervention that a young person will need.

Half a million children living in Greater Atlanta communities with insufficient child well-being—that number is bigger than Big Brothers Big Sisters. The goal should be to work together to help those children, and as a result, make Atlanta an example for the rest of the country.

To read the full interview, visit bbbsatl.org/blog
“By working with young people and giving them the tools to change their lives, we’re impacting generations to come.”

—Kwame Johnson, President and CEO
Success Story

Meet Big Brother Avi and Little Brother Tayvion

When Tayvion and Avi were matched nine years ago, Tayvion’s mother was looking to give her son a positive male role model. Tayvion’s mother describes the match as “a miracle entering [their] lives.” She describes Avi as well-educated and having “a true passion for guiding, supporting and helping his Little Brother be a strong productive citizen in society.”

Avi has been a constant presence in Tayvion’s life over the years, even though he travels frequently for his work. He has supported and encouraged Tayvion at school, attending PTA meetings, band concerts, musicals, plays, teacher conferences and field trips. Together they have gone camping, attended local festivals, tree plantings, workshops, career fairs, college visits, homework help and more.

Tayvion’s mother says that “Avi has been a true inspiration” to Tayvion, helping his self-confidence “soar” and his academics improve dramatically. The most important life lesson Tayvion’s mother says he has learned from Avi, however, is one of commitment through Avi’s unwavering dedication to their mentoring relationship over the past nine years.

When asked what their relationship has meant to him, Avi says “Tayvion really helps me to balance my life. I work all the time and it is great to be able to hang out with him. I truly have gained a great young brother.”

At our recent Graduation Celebration for the graduating high school seniors in our program, Tayvion delivered the opening Invocation, and later presented Big Brother Avi with a certificate of appreciation and a BBBS alumni pin.

Along with the other graduating seniors, Tayvion received a Certificate of Achievement from Big Brothers Big Sisters of Metro Atlanta President and CEO Kwame Johnson.

Tayvion is very excited to be attending Valdosta State College with plans to major in Child Development.

The story of Tayvion and Avi’s nine-year mentoring relationship speaks volumes about the powerful and life-changing impact a caring mentor can have on a child’s life.
Celebrating the Legacy of our Long-time CEO

In 2017, the agency announced the retirement of long-time President and CEO Janice McKenzie-Crayton. In recognition of her dedicated service, Janice was honored at the 2017 Legacy Awards Gala at The St. Regis Atlanta. The black-tie event was chaired by all of the Board Chairs who served the agency during Janice’s tenure. Event chairs included Sharron Barton, Steve Bostic, David Clark, William A. Clineburg, Jr., John J. Gillin, Laura Hale, Kay Flowers Johnson, Meredith Leapley, John B. Miller, Jr., Donal Ratigan, Donata Russell Ross, Ron Stewart, Mark W. Tipton, and John F. Wymer, III.

The event celebrated the agency’s many accomplishments under Janice’s leadership, including developing The BBBSMA Mentoring Institute, the Hispanic Mentoring Initiative, and the Mentoring Towards College program, which has resulted in higher graduation rates and post-secondary education enrollment for the young people in the program.

Transforming Atlanta, One Child At A Time
2018-2021 Strategic Plan

The Big Brothers Big Sisters of Metro Atlanta Board of Directors, staff and stakeholders were engaged in a process to create a four-year strategic plan designed to scale our program to serve more children, while maintaining the quality and impressive results that make our agency a leader in youth development.

By scaling impact, engaging the community, and innovating systems, by 2021 we will:

• Double the number of children served to 4,000 annually
• Improve our brand awareness to reach more Bigs and donors
• Better engage and support our families and volunteers through innovative technology
• Expand services to help youth gain the education and training they need to successfully enter the workforce
• Improve efficiency by reducing the cost per match by 35%

To read more about our strategic plan, please visit our website bbbsatl.org/strategicplan
Donors and Supporters

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 2017 in support of our annual fund.

President’s Circle
($5,000+ annually)

Joumana and Joseph Beverly
Angela and Arthur M. Blank
David Clark
Douglas Davidson
Susan and Richard Dugas
Gerard Gibbons
Marty and John Gillin
Liz and Peter Lauer
Mark T. Lazzaro
Meredith Leapley
Arshad Madhani
Chelle and Greg Pope
Jeannie and Ron E. Stewart
Diane and Randy Tanner
Diana and Mark Tipton
Richard M. Wells
Tim Wilkerson

Mentor’s Circle
($2,500–$4,999 annually)

Julie and Tom Branicki
Matthew Gelber
Katie and Michael Gillin
Todd and Kristy Grossweiler
Kevin Hixson
Rosalind U. Kilpatrick
Lorri and Forrest McClain
Avery A. Munnings
Richard Novack
Wayne Paul
Garry Price
Jessica and Chris Reichart
Michael Rensink
Lisa Roberts
Campbell and José Traywick
Kathy Waller

2017 Donors

Miracle Maker
($500,000+)

The Marcus Foundation, Inc.
Office of Juvenile Justice and Delinquency Prevention
United Way of Greater Atlanta, Inc.

Memories Maker
($100,000+)

The Arthur M. Blank Family Foundation
Fulton County Board of Commissioners
Liz and Peter Lauer

Marvel Maker
($50,000+)

AEC Trust
Big Brothers Big Sisters of America
Georgia Power Company
IBERIABANK
Chelle and Greg Pope
The Vasser Woolley Foundation, Inc.

Friendship Maker
($25,000+)

Chick-fil-A Foundation
CIGNA Foundation
City of Atlanta Community Development Block Grant
Equifax, Inc.
EY
Georgia State University
Kaiser Foundation Health Plan of Georgia, Inc.
KPMG
Publix Super Markets Charities, Inc.
Salesforce
Diane and Randall Tanner
The UPS Foundation
Wells Fargo Foundation
The Zeist Foundation, Inc.

Dream Maker
($10,000+)

Aaron’s, Inc.
Allison-Smith Company, LLC
Anonymous
The Atlanta Dream
BDO
Big Brother Dallas and Little Brother Austin

Kathy Betty
Mary Allen Lindsey Branan Foundation
CIBC Atlantic Trust Private Wealth Management
Mr. David Clark
The Coca-Cola Company
Cox Enterprises, Inc.
Richard and Susan Dugas Family Foundation
Gas South
Georgia-Pacific, LLC
Jack and Anne Glenn Foundation
Global Concessions, Inc.
Google Fiber
Greenberg Traurig, LLP
Douglas J. Hertz Family Foundation, Inc.
The Home Depot Foundation
Homrich Berg, Inc.
James and Sarah Kennedy
The Sartain Lanier Family Foundation, Inc.
Leapley Construction
Meredith Leapley
Kelly L. Loeffler and Jeff Sprecher
Masters Capital Management, LLC
Nordson Corporation Foundation
Nordstrom
PPG Industries Foundation
QuikTrip
Ida Alice Ryan Charitable Trust
Sherman & Howard LLC

Southern Company
Southwire Company
The John and Polly Sparks Foundation
Mr. and Mrs. Ron E. Stewart
SunTrust Trusteed Foundations: The Florence C. & Harry L. English Memorial Fund
Diana and Mark Tipton
Troutman Sanders LLP
TTI Floor Care North America
The Weather Channel
WebMD
WestRock
Margaret F. Wilson

For a complete list of our donors, visit bbbsatl.org/about/financials
Financial Performance

Revenue

- **Corporate Contributions** $336,062
- **Foundation Grants** $816,910
- **Special Events** $806,744
- **Government Grants** $765,285
- **Individual Giving** $494,984
- **United Way** $392,926
- **Other Income** $5,985

**Total Revenue** $3,618,896

Expenses Breakdown

- **PROGRAMS** 76%
- **MANAGEMENT** 8%
- **FUNDRAISING** 16%

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 awarded, even though we continue to incur program expenses over the multiple years covered by the grant. Cash from prior year grants reflect this amount. For a complete look at our 2017 financials, visit bbbsatl.org/about/financials.
A special thank you to board member Peter Lauer for serving as the Interim President and CEO for Big Brothers Big Sisters of Metro Atlanta from September 2017 to March 2018. (Pictured front center with new President and CEO Kwame Johnson and the BBBSMA staff)