In 2018, we began a new era for Big Brothers Big Sisters of Metro Atlanta. With new leadership and an infusion of energy, we began laying the groundwork for a transformation that will lead to sustainable growth, expanded partnership and greater intentionality in how we serve children facing adversity in Atlanta. Some of our accomplishments in 2018 include increased recruitment of volunteers (in particular men), building our financial sustainability, implementing a new program database and beginning the local rollout of our national brand transformation.

As always, we are extremely grateful for the support of our donors, volunteers and supporters. In particular, this year we would like to thank The Marcus Foundation, for renewing their generous three-year program grant. We are fortunate to have a diverse, wise and engaged group of community leaders who serve on our Board of Directors. And we are always impressed by the passion and commitment of the Big Brothers Big Sisters staff, who make our mission a reality for the kids who need it.

In these pages you will find stories of some of our outstanding Bigs and Littles. These life-changing relationships are made possible by those who invest their time, talent and treasure in our mission. All of these stakeholders are defenders of potential—empowering, inspiring and igniting potential for young people in Atlanta. We hope you will join us in this important work.

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President and CEO

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Chair, Board of Directors
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Sarah Stansberry  Equifax

Randall Tanner  Tanner, Ballew & Maloof

Tim Wilkerson  The Home Depot

STRATEGIC PLAN GOALS

SCALE AND DEEPEN IMPACT

• Grow the number of children served
• Stronger, longer relationships
• Strengthen Partnerships

ENGAGE THE COMMUNITY

• Targeted volunteer recruitment
• Create a geographic strategy that reflects Atlanta’s shifting demographics
• Establish satellite offices

INNOVATE PROGRAMS

• Expand site-based program
• Beyond School Walls workplace mentoring program
• Replicate best practices
• Grow our capabilities to serve a broader range of Littles

LONG-TERM ORGANIZATIONAL AND FINANCIAL SUSTAINABILITY

• Invest proceeds from building sale to build capacity
• Increase and diversify fundraising
• Stronger talent management
• Improve technology

SHAPE ATLANTA AS A MENTORSHIP COMMUNITY

• Support quality in the mentoring ecosystem
• Educate the community on best practices
1413 total youth served
649 male 46%
764 female 54%

29.5 MONTHS Length of Average Match

ETHNICITY OF LITTLES
81% Black
3% White
12% Hispanic
4% other

ETHNICITY OF BIGS
44% Black
42% White
10% other
4% Hispanic

GRADE LEVELS OF LITTLES
Elementary 30%
Middle 39%
High 31%

PROMOTING SUCCESS
93% maintained or improved sense of social acceptance
80% of high school seniors graduated on time
99% maintained or improved attitudes toward risky behaviors
80% maintained or improved parental trust
93% graduating seniors reported plans to pursue post-secondary education or the military
97% avoided the juvenile justice system
THE CHILDREN WE SERVED

Location by Zip Code

- 100+
- 75-99
- 50-74
- 0-49

52%
Have a Family Member Who Has Been Incarcerated

85%
Low-Income

71%
Single Parent Households

84%
Qualify for Free or Reduced Lunch
Bigs of the Year are chosen from our nearly 1,500 outstanding volunteers throughout metro Atlanta. Bigs Brothers and Big Sisters are nominated by Littles, their families, and Match Support staff members and are selected based on their extraordinary service and commitment. Winners are announced at the annual Big Appreciation Night event, and are part of many agency events throughout the year, including the Legacy Awards Gala. Both 2019 Bigs of the Year were nominated by their Littles and the Littles’ parents or guardians.

**Big Sister of the Year BLAKE WASHINGTON**

Blake Washington has been matched with her Little Sister Layla since July 2015. Blake has opened Layla’s eyes to new experiences, like making pottery or trying Indian food for the first time, but has also been able to connect with her on a deeper level. Layla says she admires how strong Blake is as a woman, something that Layla’s mother agrees with: “Blake has a heart of gold and that reflects through her relationship with my daughter.”

“One activity that I’ll always remember is when we went rock climbing...It’s kind of scary,” Layla shared. “I didn’t think I would make it to the top but I did! I kept telling Blake that I couldn’t do it but she believed in me and I was able to make it. She helped me conquer my fear of heights.”

When they were first matched, Layla had a stuttering problem, something that Blake also struggled with as a child. Together, they have worked to build Layla’s confidence. Blake reflected, “I told her that I had also struggled with a stutter and we talked about our thoughts sometimes get ahead of our ability to communicate. I think that conversation helped Layla see the light at the end of the tunnel. She felt like it was possible to conquer her stutter and she did through practice and hard work. She’s much more confident now. Being a mentor is interesting because it’s all about building up the person that you’re mentoring but reflecting on yourself as well.”

**Big Brother of the Year MARK BEAL**

Big Brother Mark Beal and his Little Brother Standre have been matched for over seven years. Mark truly believes in the mission of Big Brothers Big Sisters: “It really is my belief that every child has the potential to be great and it doesn’t matter if you come from the best...or the worst of circumstances. It doesn’t matter what your home life was like [or] the color of your skin or where you go to church or any of those other things ... We all need help along the way. My ability to be a defender of potential isn’t about being a savior and coming in and just totally ripping things up and changing the game. It’s about just being that constant presence and that little bit of stability or a phone call away...I think that slowly builds greatness and ultimately allows children to achieve their potential.”

Standre attributes Mark with helping him learn about becoming a young man. Whether that be discussing table manners and foreign cuisine while eating hibachi for the first time, or hand shake techniques while meeting prominent athletes at an Atlanta Falcons training camp, Mark has become Standre’s go-to person in life. Standre says, “He’s amazing. Without him, I guarantee I wouldn’t be as nice of a person...because all of these things he’s either taught me or shown me. I think he’s so loved and all the things he does he just became a piece of our family. He’s another person that cares for me and [we] really appreciate it.”
**FINANCIALS** Total Revenue $3,544,131

- Foundation Grants: $940,825 (27%)
- Corporate Contributions: $428,706 (12%)
- Government Grants: $627,236 (18%)
- United Way: $366,157 (10%)
- Special Events: $748,556 (21%)
- Individual Giving: $362,577 (10%)
- Other Income: $69,984 (2%)

**Expenses Breakdown:**
- Programs: 74%
- Fundraising: 17%
- Management & Administration: 9%

**OUR DONORS**

**Miracle Maker ($500,000+)**
The Marcus Foundation, Inc.

**Memories Maker ($100,000+)**
The Arthur M. Blank Family Foundation
Office of Juvenile Justice and Delinquency Prevention
United Way of Greater Atlanta
The Joseph B. Whitehead Foundation

**Marvel Maker ($50,000+)**
Big Brothers Big Sisters of America
The Coca-Cola Foundation
Fulton County Board of Commissioners
Georgia Power Company
IBERIABANK

**Dream Maker ($10,000+)**
Aaron’s, Inc.
Allison-Smith Company
Anonymous (2)
Arby’s Foundation
Atlanta Braves Foundation
The Atlanta Foundation
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Mary Allen Lindsey Branan Foundation

**Friendship Maker ($25,000+)**
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Southwire Company
The John and Polly Sparks Foundation
St. Regis Atlanta
WebMD

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

*bbbsatl.org*
### Individual Giving Societies

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