2019 was a year of big decisions and tremendous impact for Big Brothers Big Sisters of Metro Atlanta. A few of our notable accomplishments include a record-breaking 25th Annual Legacy Awards Gala and a successful partnership with the City of Atlanta which matched more than 100 men with boys on the waiting list. We also launched the Beyond School Walls workplace mentoring program with Cox Enterprises, and completed a brand transformation that has led to expanded social media presence and press coverage.

Another big decision we made was to put our headquarters on the market. The sale of the building will allow us to reinvest the proceeds for the long-term benefit of our program. We believe that this will allow us to move closer to the families and communities we serve, through a hub-and-spoke model, ultimately allowing us to serve more children.

None of this would have been possible without the support of our donors, volunteers, and families. As we prepare to celebrate our 60th anniversary of creating mentoring matches in Metro Atlanta, we are grateful for the continuous support we have received from our stakeholders, our Defenders of Potential.

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Legacy Awards Gala

The 25th Annual Legacy Awards Gala took place on September 7, 2019 at The St. Regis Atlanta. Nearly 500 attendees enjoyed live performances by Grammy award-winning artist O Parker and violinist Richmond Punch, a special Bigs versus Littles game of Family Feud, hosted by Cory “Zooman” Miller and a scholarship presented by the Arthur M. Blank Family Foundation to BBBS alumna. The event was a huge success, raising over $850,000 through sponsorship, fundraising, and a live and silent auction.

The Legacy Awards honor leaders who have made remarkable contributions to their professions and have invested significantly in our community. The individuals chosen as Legacy Awards Honorees are extraordinary role models that have guided the way for others while being dedicated community servants.

The 2019 Legacy Award Honorees were Ron Stewart (President and CEO, PRGX) and Mark W. Tipton (Georgia Regional President, IBERIABANK), both long-time board members and past Board Chairs.


100 Men to Mentors Challenge

In June 2019, we announced a partnership with the City of Atlanta and Mayor Keisha Lance Bottoms with a goal of matching 100 mentors with local boys on the waiting list.

In July and August 2019, the Mayor’s One Atlanta Office and BBBSMA hosted four orientation sessions across the city. Hundreds of interested men attended these events to learn more about the expectations associated with becoming a Big Brother through the program.

“As a mother, I felt personally connected to the importance of this very targeted work, and as the Mayor of a city where children’s life experiences and outcomes differ so vastly down racial lines, I felt compelled by the need for this kind of focused attention on boys of color right here at home,” said Mayor Keisha Lance Bottoms.

At the end of the year, we announced that we had successfully identified and matched 103 mentors. This challenge was part of Atlanta’s commitment to the My Brother’s Keeper Initiative, in conjunction with the Obama Foundation.
Through our history, much of our mentoring has occurred in the Community Based program, where Bigs and Littles are matched and get together in their spare time in the community. In contrast, the Site Based program allows Bigs to provide place-based mentoring to students; this program connects professionals, college students, retirees and other community members with students for one-on-one mentoring during the school day. Within the Site Based Program, there are two models: School-Based and Beyond School Walls.

**Current Partner Schools**
- Martin Luther King Jr. Middle School
- Thomasville Heights Elementary School (a Purpose Built School)
- Luther J. Price Middle School (a Purpose Built School)
- Argyle Elementary School
- Brumby Elementary School
- KIPP Ways Academy
- Chamblee Charter High School

**Corporate and Community Partners**
- Clark Atlanta University
- Cox Enterprises
- General Electric
- Genuine Parts Company
- Georgia State University
- KPMG
- Morehouse College
- NCR
- Spelman College

**School-Based Mentoring**
The School-Based Mentoring model serves Littles in 3rd through 8th grade. BBBSMA works to form partnerships with schools around the metro area to foster consistent and effective mentorship during the school day. The Bigs, who come from corporations, colleges, or community partnerships, visit their Littles at school twice per month. Bigs and Littles follow grade-specific curricula during the course of the school year.

**Beyond School Walls Mentoring**
The Beyond School Walls (BSW) model facilitates workplace-based mentorship for high school students. Twice per month, students from partner schools travel to the partner corporation to participate in facilitated mentoring sessions. During the visits, matches focus on educational, professional, and life advancement. The exposure to the corporate campus allows the Littles to see the lessons they are learning with their Bigs in action.

BBBSMA began its first BSW partnership with Cox Enterprises and Chamblee Charter High School with 18 matches at the start of 2019, and has nearly doubled in size, with 32 active matches at the start of the 2019 school year. Littles in the program have been taught lessons from Cox executives about many topics, including resumes, and social media in the professional setting. Cox has also generously provided scholarships to be awarded to seniors in the program, recognizing their hard work and dedication to the program on top of their studies. Beyond School Walls provides the opportunity for Littles to imagine a corporate future, because they can see it.
Big Sister of the Year  
**PAOLA JUÁREZ CASTILLO**

Paola Juárez Castillo has been matched with her Little Sister Yadhira since December 2015 and the two have become inseparable.

When speaking about her favorite memory with her Big Sister, Yadhira said, “All my outings with Paola are great, but I have to say that having Paola in our Mexican tradition of ‘Dia de Los Muertos’ was an eye opener…we try to participate every year in this celebration and [it] makes me feel closer to my family and to my culture.”

Paola has worked to help Yadhira with a speech disorder, something she too struggled with as a girl. Together, the pair presented an award in front of hundreds at BBBSMA’s annual Legacy Awards Gala.

“Paola is the support of Yadhira’s mother, Zoila. “Every time she goes [with Paola], Yadhira comes back with her mind full of positive stuff. The level of commitment that Paola has with our family can’t be described or imitated.”

Big Brother of the Year  
**GLENN NORONHA**

Glenn Noronha and Little Brother Alen have been matched for over five years.

Alen’s mother believes Glenn has taught Alen important life skills during their time together. “Honestly, he’s taught him about leadership and having character…that he needs to be an honest and standup person, and a leader as well,” she said. “Glenn has really taught him that you can be cool and not necessarily have to go along with the trends that are popular.”

When Alen left for military school, the pair had no trouble keeping in touch and Glenn was there, cheering him on as he graduated. Alen’s mother attributes his performance at military school, reaching the highest possible ranks, to “the caliber of leadership he saw in Glenn.”

“Glenn has helped me through some of the hardest parts of my life and consistently been there for me. He is my family now and will be in my life forever,” said Alen."

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- The Arthur M. Blank Family Foundation
- United Way of Greater Atlanta

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