



Big Sister Renae

Little Sister Isabella

2024

ANNUAL REPORT

A MESSAGE FROM OUR CEO AND BOARD PRESIDENT

Reflecting on this past year at Big Brothers Big Sisters, we are filled with immense gratitude and optimism. Our mission to ignite the potential in every child has remained steadfast, and thanks to your unwavering support, we have been able to reach more young people, strengthen our programs, and continue transforming lives.

We saw another year of growth in our community and school-based mentoring programs. More Littles are forming bonds with Bigs that will last a lifetime, creating ripples of positive change that extend far beyond our organization. We continue to adapt, innovate, and grow stronger as a community resource dedicated to empowering youth.

Our Impact

- **Growing Our Reach:** We served 547 children and families this year, expanding our network to more communities than ever.
- **Strengthening Mentorship:** Planned and conducted 38 youth-centered activities that enhanced the agency's connection and strengthened Match relationships.
- **Academic and Social Success:** 92% of our Littles improved in academic performance, confidence, and relationship-building skills, proving that mentorship has a lasting effect.
- **Volunteer Recruitment:** We expanded our volunteer recruitment efforts to make our program more inclusive to all potential mentors, ensuring every child has a positive role model.

Looking Ahead

This year, we are proud to launch a new strategic plan that will guide our organization into the future. Focused on growth, sustainability, and innovation, this plan will help us strengthen our mentorship programs, expand into underserved communities, and enhance support for both Bigs and Littles. By leveraging data-driven insights and community partnerships, we aim to ensure that every child who needs a mentor has access to one.

To all of our supporters—thank you. Whether you are a mentor, donor, volunteer, or advocate, you are an essential part of this journey.



Kari Grasee
2024 Board President



Sandy Morales
CEO

2024 BOARD OF DIRECTORS

Kenneth Albridge III | *Illumina, Inc.*

Tanika Apaloo | *UW-Madison*

Kiah Calmese Walker | *Joyistry*

Enzo Ciarletta | *UW Credit Union*

Chris Eckstrom | *Rock River Capital Partners, LLC*

Jennifer Giemza | *Wealthspire Advisors*

Kari Grasee | *American Family Insurance*

Ana Hooker | *Exact Sciences*

Rob Kane | *Wipfli LLP*

Bob Lang | *Wisconsin Legislative Fiscal Bureau*

Casey Liakos | *The QTI Group*

Joseph McGonigle | *Lenovo*

Lyn-Marie Pilgrim | *Exact Sciences*

Ashley Rodriguez | *Carbon World Health*

Bruce Rosen | *Murphy Desmond S.C.*

Dave Seiler | *First Business Financial Services, Inc.*

Mike Solt | *Bank of Sun Prairie*

Kevin Torrence | *General Motors (Retired)*

OUR MISSION

is to
create and support
one-to-one mentoring relationships
that ignite the power and promise of youth.

At Big Brothers Big Sisters, we believe every child has incredible **potential**. By creating life-changing mentoring relationships, we clear the path to their **biggest possible future**—ensuring that all youth have the opportunity to achieve their greatest aspirations.



OUR RESULTS

BY THE NUMBERS:

186

New Matches Created

547

Youth Served

576

Volunteer Mentors

2.5

Average Match Length
(in years)

5,188

Match Support Calls

59,904

Total Volunteer Hours

OUR IMPACT*:

88%

of Littles felt more socially competent.

92%

of Littles improved academic performance.

79%

of Littles with depressive symptoms improved their outlook.

86%

of Littles have higher educational expectations.



* Youth Outcomes Surveys (YOS) and Child Outcomes Surveys (COS) are essential tools for measuring the impact of BBBS programs. These surveys collect valuable data on academic performance, personal goals, and relationships with peers and mentors, providing insight into the positive growth and development of youth in the program.

OUR PROGRAM EVENTS

Our Program Events are designed to do more than just create fun memories—they're a vital part of building meaningful, lasting connections.

These events give Littles new experiences that inspire growth and confidence while easing the planning and financial burden on Bigs. By bringing Matches and BBBS staff together, they deepen relationships and create a structured space to bond.

Thanks to community event partners like Olbrich Gardens, Wingra Boats, and Monroe Street Arts Center, we can offer unique opportunities that spark exploration and creativity.

30

Average Event Attendance

38

Program Events hosted in 2024

26

Community Event Partners

SIGNATURE PROGRAM EVENTS:

Graduation

Recognizing the Matches who are graduating and aging out of the program



Back-to-School

Prepping Littles for a new year with a school supply giveaway



Holiday Party

Kicking off the holiday season with fun activities and donated gifts



ADDITIONAL PROGRAM EVENTS:

Fall Festival



Kayaking



Craft Night



Rock Climbing



OUR STORIES



COMMUNITY-BASED PROGRAM:

Our Community-Based Program is the most flexible and traditional form of mentorship. In this program, Bigs and Littles are matched based on shared interests and values. They meet regularly to spend quality one-on-one time together—whether that’s going for a walk, playing sports, exploring hobbies, or just hanging out. Through these meaningful connections, Bigs provide friendship, guidance, and support, helping Littles build confidence, develop new skills, and realize their full potential.

LIZ & DAZARIA

Little Sister Dazaria looks up to her Big Sister Liz as a role model, finding motivation and encouragement in her support. She often says she wishes she could spend every day with Liz because of how much fun they have together. **Liz has created a safe, uplifting space for Dazaria, making a lasting impact on her life.**

A memorable moment that captures their bond was a winter trip to the YMCA. On the way, Liz noticed Dazaria’s excitement and asked why. Dazaria replied, “I can’t believe we’re going NIGHT swimming!”—even though it was only 6:00 pm. The joy in her voice was unforgettable, and Liz now shares this story in pre-match training to highlight the magic of mentorship. Moments like these show how Liz makes even simple experiences special.



When asked what she’d love to do with Liz, Dazaria confidently declared, “I want to go to China!” While it may seem like a far-off dream, Liz’s encouragement makes her feel anything is possible.

Liz has also helped Dazaria grow academically and personally. Once hesitant about reading, Dazaria now enjoys it thanks to Liz’s creative trips to the Lakeview Library. **She’s also become more confident in expressing her thoughts and feelings, knowing Liz provides a safe and supportive space.**

Despite balancing a demanding schedule as a firefighter and EMT student, Liz remains committed to their bond. Though they now meet every other week instead of weekly, their connection remains strong—a testament to how much they value their time together.

OUR STORIES

SITE-BASED PROGRAM:

Our Site-Based Program brings mentoring directly into schools and community centers, making it easy and accessible for Bigs and Littles to connect. Matches meet weekly during the school year to play games, work on homework, create crafts, and build meaningful friendships — all with the ongoing support of BBBS staff.

We offer two Site-Based programs:

- **School Friends** pairs volunteers with students for one-on-one mentoring during and after the school day. (*Wright Middle School, One City Schools, Hamilton Middle School*)
- **High School Leadership** empowers high school students to serve as mentors and role models for younger students, fostering connections that encourage growth and leadership. (*East High School, Emerson Elementary, West High School, Randall Elementary*)

CHRIS & DIONTE

One of the many meaningful Matches formed through our School Friends Program is Big Brother Chris and his Little Brother Dionte, who have been meeting every Tuesday at lunchtime since December 2023. **Their weekly meetings are a time to connect—whether they're playing games, doing art projects, or catching up on homework.** More than that, it's a time for Dionte to have someone in his corner, offering encouragement and support right where he needs it most.

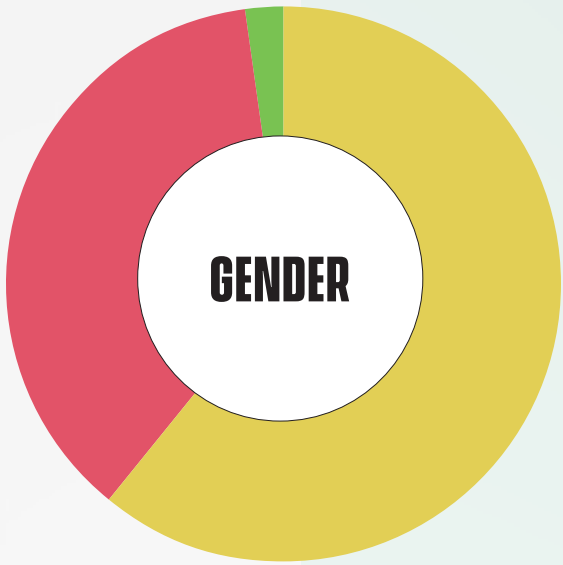
The power of School Friends lies in its accessibility—meeting students where they are and providing mentorship that fits into their school day. **Research shows that Littles in the program often perform better in school and develop a stronger appreciation for education, thanks to the guidance and support of their Bigs.**

For Chris, being a mentor is personal. Reflecting on his own childhood, he shared, "When I was younger, I didn't have my dad in the house. That's not Dionte's situation, but I just know that I could've benefitted a lot from having somebody who cared about me, who looked like me, and who took time out of their day to come see me and spend time with me. It would've made a big difference in my life."

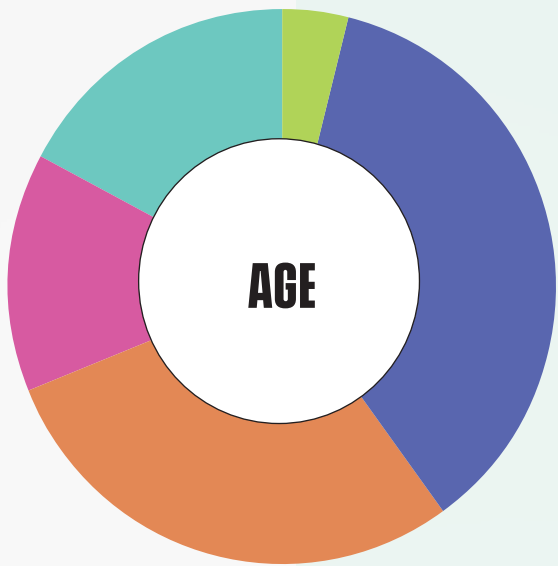
Now, Chris is making that difference for Dionte—one lunch break at a time.



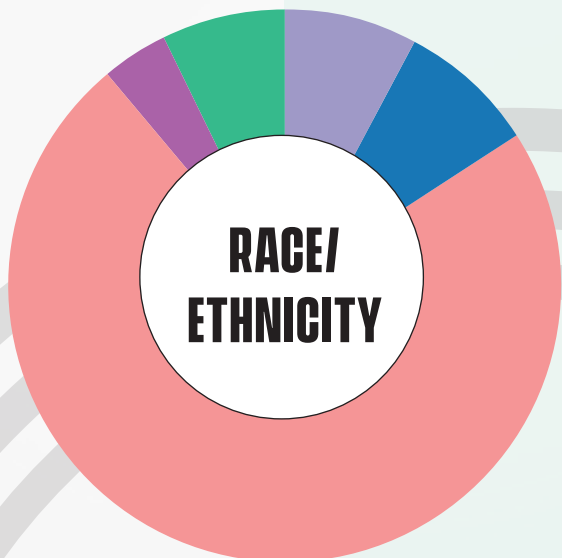
OUR BIGS



- Female - 61%
- Male - 37%
- Genderqueer/Nonbinary - 2%



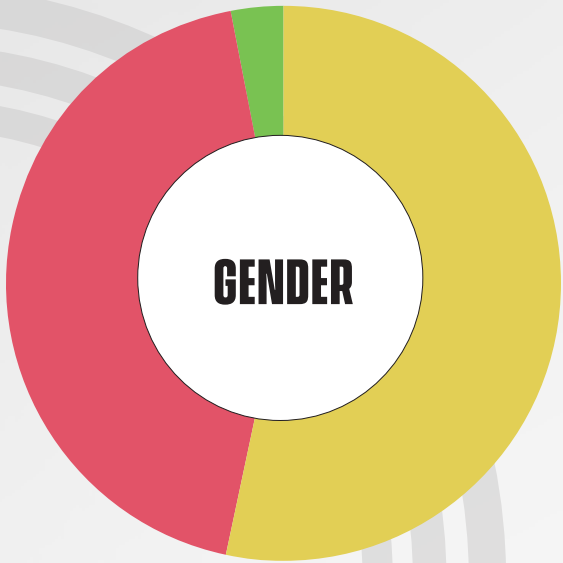
- Under 18 - 4%
- 18-29 Years - 44%
- 30-39 Years - 29%
- 40-49 Years - 14%
- 50+ Years - 17%



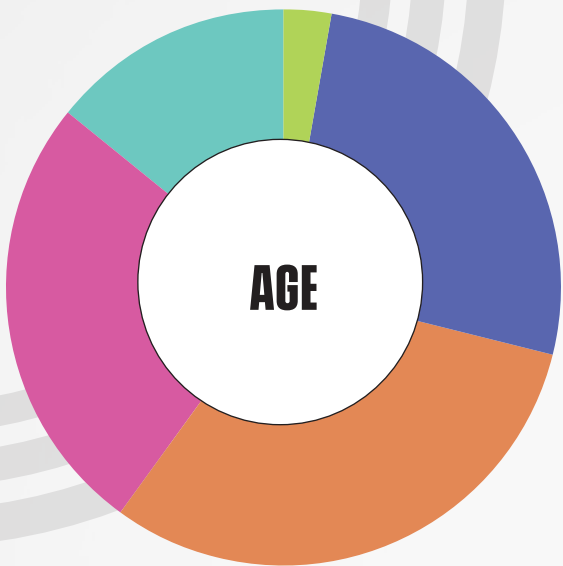
- Black/African American - 8%
- Hispanic - 8%
- White/Caucasian - 73%
- Other - 4%
- Asian - 7%



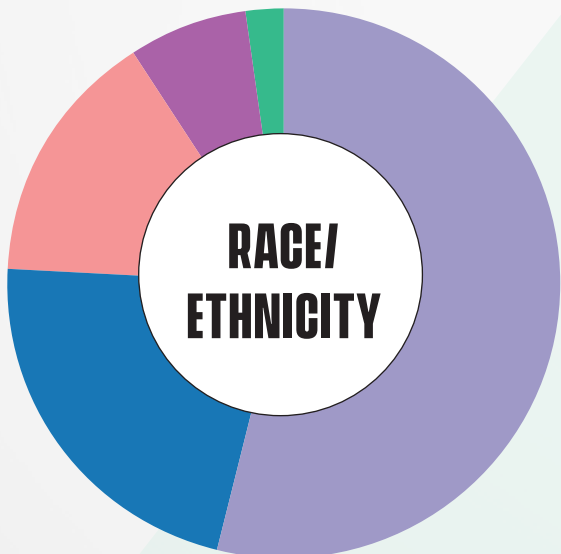
OUR LITTLES



- Female - 53%
- Male - 44%
- Genderqueer/Nonbinary - 3%



- 5-7 Years - 3%
- 8-10 Years - 26%
- 11-13 Years - 31%
- 14-16 Years - 26%
- 17-19 Years - 14%



- Black/African American - 54%
- Hispanic - 22%
- White/Caucasian - 15%
- Other - 7%
- Asian - 2%



OUR DONORS

Thank You to Our 2024 Donors!

In 2024, our incredible donors helped us create life-changing mentoring relationships for youth across Dane County. Thanks to your generosity, we matched more Bigs and Littles, expanded our School Friends and High School Leadership programs, and continued to provide vital support for our Matches. **Your commitment fuels our mission, ensuring every child has the opportunity to reach their full potential.** We are deeply grateful for your partnership in igniting potential and making a lasting impact in our community!



91

Monthly Donors
(Match Makers)*



\$181

Average Gift

49%

Donor Retention



873

New Donors



* **Match Makers** are dedicated monthly donors who help create life-changing friendships between Littles and Bigs. By giving consistently, they make it possible for more children to be matched with caring mentors. Many Match Makers find that when they think about their monthly gift alongside other everyday expenses, it's clear that their support is creating a powerful and lasting difference.



WHAT IT TAKES TO SUPPORT A MATCH:

\$50

Supports mentor
training

\$100

Provides resources
for Matches

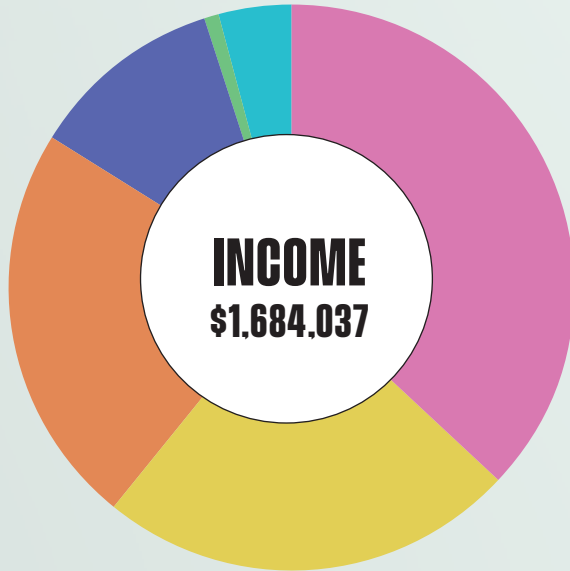
\$250

Funds enrichment
activities

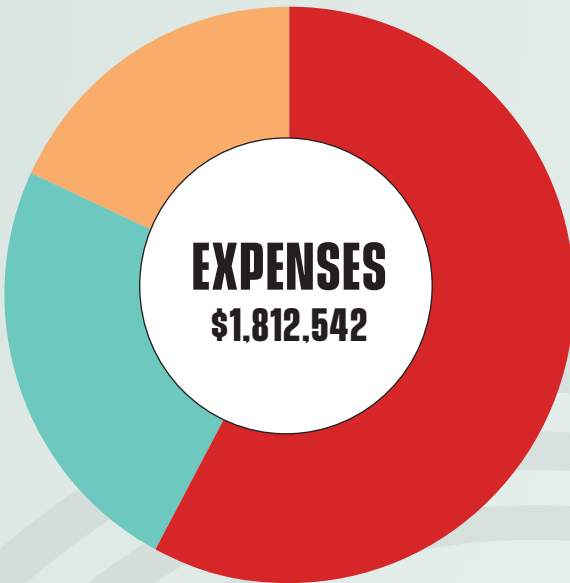
\$2,500

Sustains a Match
for one year

OUR FINANCIALS



- Grants - **37%**
- Special Events - **24%**
- Donations - **23%**
- United Way - **11%**
- In-Kind - **1%**
- Other (Investment Income) - **4%**



- Program Expenses - **62%**
- Fundraising - **23%**
- Management - **15%**

"Being a Big in the program has been incredibly rewarding and has deepened my understanding of how impactful even small, consistent efforts can be in someone's life. My Little has taught me the value of patience and the importance of simply showing up!"
- Big Sister Amanda



GET INVOLVED

Become a Big

Volunteer as a mentor to a child in Dane County who could use a caring adult to defend and ignite their potential.

Become a Community Partner

We offer a variety of opportunities designed to highlight our supporters and foster connections that harness the transformative potential of mentoring.

Donate

With every dollar donated, you're investing in our Matches, enabling us to offer crucial support, conduct essential training, and organize impactful events.



JOIN US

THE HUNT (Scavenger Hunt)

Dane County

April 25 - May 18, 2025

Dream BIG Gala

Madison Marriott West

July 25, 2025



Proud Partner



United Way
of Dane County