Big Brother David, Kennedy Heights and Little Brother Gabriel, Avondale

Big Brothers Big Sisters®
GREATER CINCINNATI

TOGETHER, WE ARE DEFENDERS OF POTENTIAL

2019 Annual Report

Irv Westheimer
America's First Big Brother

MISSION

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

VISION

All youth achieve their full potential.

HISTORY

The Big Brothers Big Sisters movement in America was founded in 1903 by Cincinnati Businessman Irv Westheimer.
We are proud he is the original Defender of Potential!

MESSAGE FROM OUR PRESIDENT & CEO

Dear Friends,

As we begin another year of **defending the potential** of local at-risk kids, we want to reflect on a successful 2019—and say **THANK YOU**!

Your investment helped us serve 1,145 children in 2019! And we are proud to report that 100% of those kids are in school and 99% are not court involved, are not pregnant or parenting, and are not abusing drugs. Your generosity empowers kids in our program to achieve their full potential.

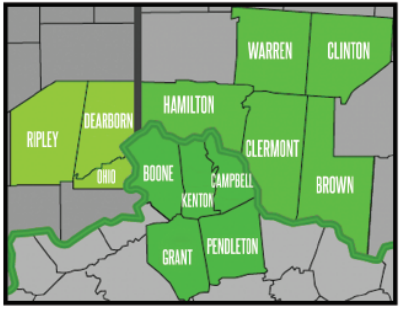
Thanks again for your financial support to help us **ignite potential** and build the biggest possible futures for youth through 1-to-1 mentoring relationships.

Sincerely,

Kathleen P. List

Kathleen P. List
President & CEO

CHILDREN IMPACTED IN 2019



OUR SERVICE AREA IN OHIO, KENTUCKY AND INDIANA

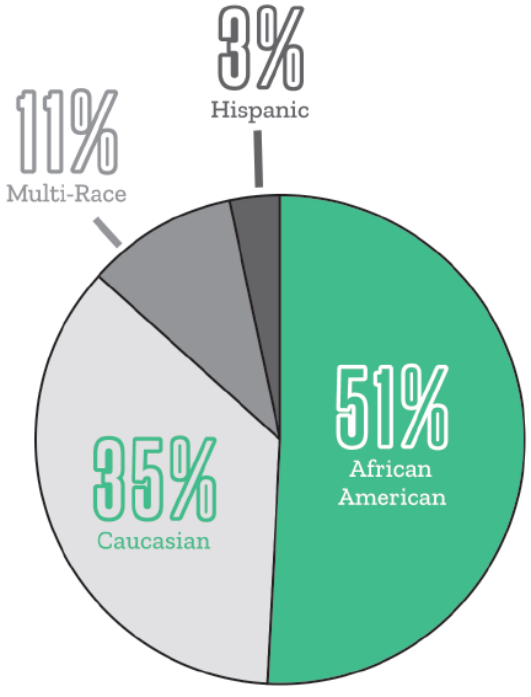
13 county service area including Hamilton, Brown, Clermont, Warren and Clinton in Ohio; Boone, Kenton, Campbell, Pendleton and Grant in Kentucky; and Ohio, Dearborn and Ripley in Indiana.

1145 Youth Served

97% are eligible for free or reduced lunch

95% live in single or non-parent homes

RACE/ETHNICITY



Big Sister Krystal, North College Hill and Little Sister Jaria, Mt. Healthy

IGNITING POTENTIAL

Big Brother Nick, Mt. Airy and Little Brother Quandaze, Price Hill

Big Sister Nicole, Batavia and Little Sister Sam, Mt. Orab

Big Sister Melanie, Westwood and Little Sister Miquita, Northside

DEFENDING POTENTIAL

100% were in school

99.74% were substance-abuse free

99.65% were not pregnant or parenting

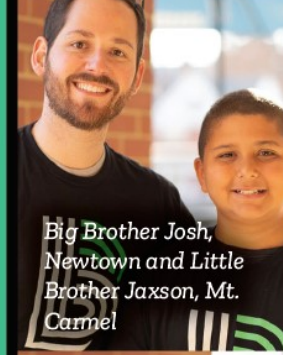
99.37% were not involved in the juvenile courts

99% developed critcal life skills, including making academic progess

98% reported improved self-esteem

95% reported improved social competence

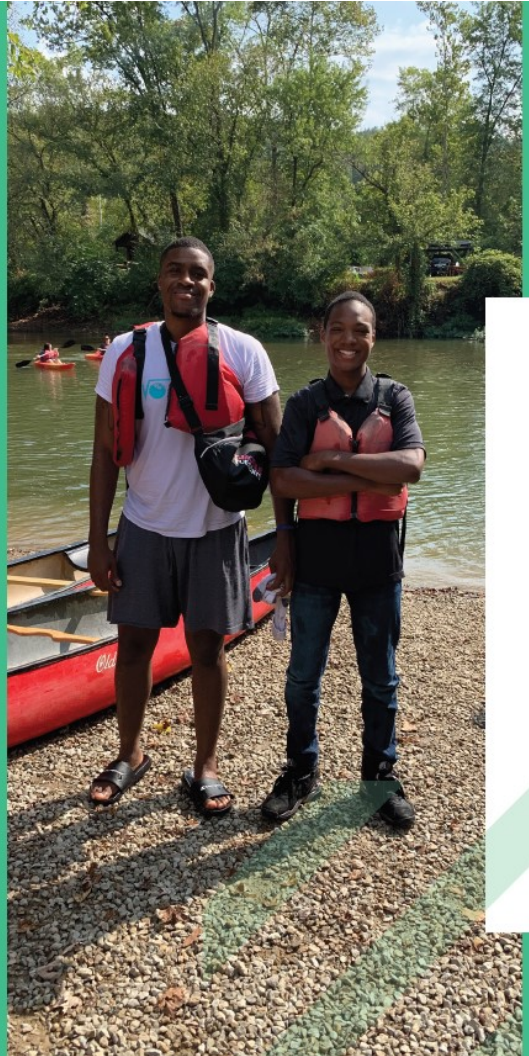
Big Brother Geoff, Downtown Cincinnati and Little Brother Trenton, Price Hill



Big Brother Josh, Newtown and Little Brother Jaxson, Mt. Carmel

Big Sister Allison, Kennedy Heights and Little Sister Ayana, Westwood

Big Sister Danielle, Mt. Healthy and Little Sister Rayna, Clifton



THE IMPACT OF YOUR GIFT

Big Brother Vladimir Tilme and Little Brother Elon have been matched since July and love staying active by playing basketball, going hiking or canoeing, and going to the Countryside YMCA. Vladimir approached our agency after being transferred to Mason and because he wanted to get involved with his community. He also wanted to be a mentor, telling us about a college coach who encouraged him to stay focused on getting a degree that would help him in the future. He wants to have that kind of positive influence on Elon. When Elon was going through a rough time, Vladimir got him a dry erase board and, together, they wrote positive affirmations on it. Elon put it up in his room to remind him to be confident, and to keep working toward his potential. Elon says he's happy his Big Brother "has lots of good ideas about solving problems." They also talk about working hard in school, and Elon takes it to heart, bringing his grades up since being matched. Plus, he is a history buff who can tell you everything about the Titanic. He and Vladimir, who Elon calls his 'real' Big Brother, are working on a model of it right now, which also makes Elon very happy!

INSPIRING POTENTIAL

Big Sister Ann, Covington and Little Sister Laurelin, Dayton

Big Sister Diane, Harrison and Little Sister Lindsey, Harrison

Big Brother Brandon, Bellevue and Little Brother Julius, Newport

Big Brother Joe, Greenhills and Little Brother Nick, College Hill

Big Sister Charlene, Loveland and Little Sister Sasha, Symmes Township

BUILDING A SUSTAINABLE FUTURE

2019 reflected a renewed investment to expand existing revenue streams and create new sources of income:

$223,001 raised for our 2019 BIG Breakfast, a **327% increase** in revenue

$239,558 raised for our 2019 BBBS Golf Classic, a **36% increase** in revenue—even after 20 years!

$76,579 raised for our Annual Giving Campaign, a **53% increase** in revenue

46 new donors at the **$1,200** level or above

Hiring of Director of Major Giving and Partnerships, Jay Shatz

New partnership with Cincinnati Business Courier to be title sponsor of the 2020 "Forty Under 40"

*Rodney McMullen, The Kroger Co. Chairman & CEO, and Travis Steele, Xavier's Sedler Family Men's Head Basketball Coach, supported Big Brothers Big Sisters of Greater Cincinnati in the sold out **BIG Breakfast** at Music Hall bringing new corporate donors into our family of supporters.*

DAVID TAYLOR
Chairman,
President and CEO
Procter & Gamble

RODNEY MCMULLEN
Chairman
and CEO
The Kroger Co.

*The 2020 **BIG Breakfast** will be a transformative event for the agency as Rodney is joined by Procter & Gamble Chairman, President & CEO David Taylor.*

Big Sister Kerry, Highland Heights and Little Sister Iddy, Covington

EMPOWERING POTENTIAL

Big Brother Joe, Anderson and Little Brother Amaria', Newport

Big Sister Antonnett, Westwood and Little Sister Marie'ae, Sayler Park

FUNDING POTENTIAL

2019 Financials

SUPPORT

United Way	$312,669
Contributions	$385,259
Foundations, Grants & Trusts *Without Donor Restrictions $425,552* *With Donor Restrictions $40,606*	$466,158
Special Events	$659,469
Investment Income	$63,123
TOTAL SUPPORT	**$1,886,678**
Change in Net Assets	**-$20,556**
Net Assets as of 1/1/19	**$1,013,398**
Net Assets as of 12/31/19	**$992,842**

EXPENSES

Supportive Guidance	$1,500,115
Management & General	$160,376
Fund Raising	$246,743
TOTAL EXPENSES	**$1,907,234**

2019 BOARD OF DIRECTORS

OFFICERS

Board Chair
John Atkinson

Chair Emeritus
Jane Bracken

Vice Chair
Jim Rolfes

Secretary
Jeff McPeek

Treasurer
Mike Bruggeman

TRUSTEES

Rich Brandenburg
Zachary Burns
Corey Drushal
Jessica Esterkamp
Christina Groth
Nick Hansen
Ann Horgan
Keith Jackson
Carrie Little
Joseph Pinnell
Anthony Roberts
Michael Rodarte
David Spaccarelli
Shane Spears
John Stacey
David Sway
Ira Thomsen

Big Brothers Big Sisters®
GREATER CINCINNATI

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513-421-4120 | BIGSFORKIDS.org

United Way of Warren County

United Way of Greater Cincinnati