



Big Brothers  
Big Sisters®  
GREATER CINCINNATI

# TOGETHER, WE ARE DEFENDERS OF POTENTIAL

## 2020 Annual Report

*Big Sister Jada, Avondale &  
Little Sister Shontel, Forest Park*



*Irv Westheimer  
America's First Big Brother*

# MISSION

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

# VISION

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All youth achieve their full potential.

# HISTORY

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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 youth, we want to reflect upon 2020 with gratitude for all the volunteers and donors who helped us succeed in an unimaginable year.

Your devotion of time and resources helped us navigate the many obstacles encountered with the pandemic and serve 1,025 Greater Cincinnati youth. Your resolve to continue to bring the gift of mentorship to children is the kind of resilience we hope to model for all children in our program. Your support is needed more than ever as we continue to help children thrive.

We are proud to report that 100% of the children served in 2020 remained in school and 99% are not court involved, are not pregnant or parenting and are not abusing drugs. Your generosity empowers children in our program to achieve their full potential.

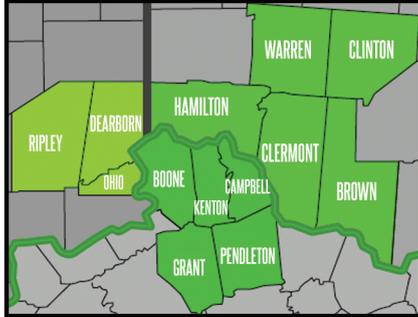
We stand strong with our children and families through the pandemic and appreciate all of your efforts to help ignite potential and build the biggest possible futures for youth through 1-to-1 mentoring relationships.

Sincerely,

A handwritten signature in black ink that reads "Kathleen P. List". The signature is written in a cursive, flowing style.

Kathleen P. List  
President & CEO

# CHILDREN IMPACTED IN 2020



## 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.



**1025** Youth Served

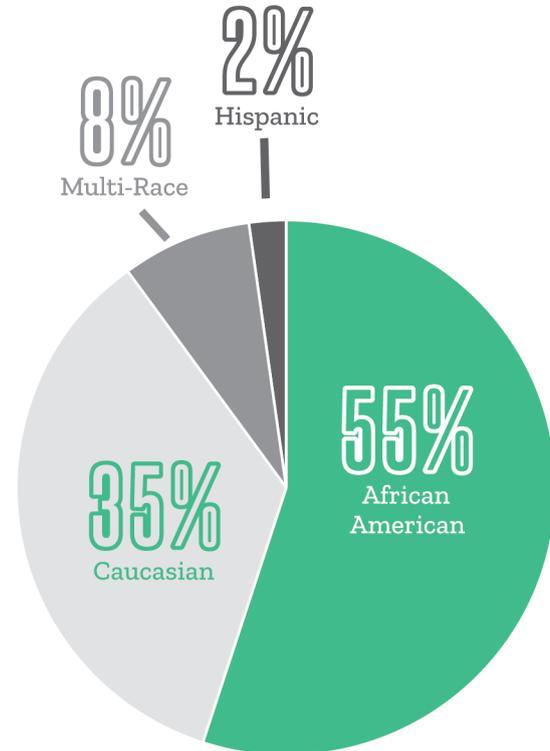


**96%** are eligible for free or reduced lunch



**96%** live in single or non-parent homes

## RACE/ETHNICITY





*Big Brother John, Newport &  
Little Brother Ken, West End*



*Big Sister Ashley, Covington &  
Little Sister Malea, Covington*



*Big Brother Terence, Cheviot &  
Little Brother Mikale, Sharonville*



*Big Sister Julie, Loveland &  
Little Sister Dyanmond, Newport*

**IGNITING POTENTIAL**

# DEFENDING POTENTIAL

Of the 1,025 youth served in our program in 2020:

100% were in school

99.71% were substance-abuse free

99.61% were not pregnant or parenting

99.41% were not involved in the juvenile courts

99% developed critical life skills, including making academic progress

98% reported improved self-esteem

97% reported improvement in caring for others

95% reported improved social competence



*Big Brother Jay, Amberley Village &  
Little Brother Braylen, Mt. Airy*

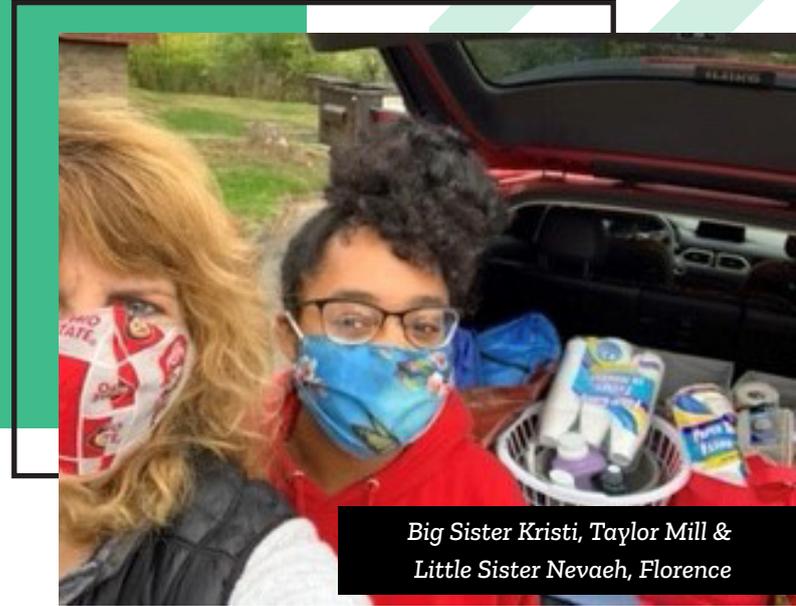
# THE IMPACT OF YOUR GIFT

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*My Little Sis, Nevaeh, and I have been matched since the Fall of 2010, and were surprised to find that our wonderful 10 years as a Big and Little could pass by so quickly.*

*We have both been so blessed during our journey and received such great support from Big Brothers Big Sisters along the way. And, although we have enjoyed volunteering over the years & finding ways to help others, it has been harder to do so in 2020 due to Covid. As Nevaeh's 18th birthday approached recently, and our time as a Big & Little was slipping slowly away from us, she asked me to find a way for us to help the homeless in the Cincinnati, Ohio area. I have a contact at Tender Mercies who was ecstatic to hear our story & that we wanted to help their organization by donating supplies and other items.*

*Nevaeh also made her family and I extremely proud recently, as she was accepted at Eckard University in Florida to pursue her dream of being a marine biologist.*



**Big Sister Kristi, Taylor Mill &  
Little Sister Nevaeh, Florence**

# INSPIRING POTENTIAL



*Big Brother Simon, Walnut Hills &  
Little Brother Elijah, Ft. Thomas*



*Big Sister Brittany, College Hill &  
Little Sister Hannah, Newport*



*Big Brother Don, Burlington &  
Little Brother Austin, Union*

# OUR COMMITMENT TO SOCIAL AND RACIAL JUSTICE

The mission of Big Brothers Big Sisters of Greater Cincinnati is to ignite, empower, and defend potential in our youth through powerful 1-to-1 relationships. We hurt when we see racism and injustice. Our Black staff, Bigs, Littles, families and supporters are among those hurting the most. When we see these community members unjustly suffering as the victims of inequality and violence, we suffer with them.

## DEFENDING POTENTIAL MEANS THAT WE WILL STAND UP FOR WHAT IS RIGHT AND USE OUR VOICES AND ACTION TO HELP OUR KIDS WHEN THEY NEED US THE MOST.

Unacceptable acts of violence, like we witnessed with George Floyd and countless others, make our mission even more critical. By connecting Bigs and Littles, bridging gaps between races and cultures, creating life-changing friendships, and empowering voices to speak out against injustice, we can help be part of the change.

**We are against violence, racism, injustice, and inequality. We stand for connection, inclusion, positivity, and empowerment.**

We are grateful to the United Way, Macy's, the NFL "Inspire Change" Foundation and Altria for their grants of support for our work to support social and racial justice.



Altria



Big Brother Kevin, Mt. Healthy &  
Little Brother Nick, College Hill

# EMPOWERING POTENTIAL



Big Sister Becca, Ft. Thomas &  
Little Sister Ariaenna, Newport



Big Sister Sydney, Sayler Park &  
Little Sister Athena, Covington

# FUNDING POTENTIAL

## 2020 Financials

### SUPPORT

United Way	\$271,285
Contributions	\$571,963
Foundations, Grants & Trusts	\$946,347
<i>Without Donor Restrictions \$422,902</i>	
<i>With Donor Restrictions \$287,845</i>	
<i>Cares Act One-Time Grant \$235,600</i>	
Special Events	\$456,886
Investment Income	\$32,308



**TOTAL SUPPORT** **\$2,278,789**

**Change in Net Assets** **\$535,588**

**Net Assets as of 1/1/20** **\$992,842**

**Net Assets as of 12/31/20** **\$1,528,430**

### EXPENSES

Supportive Guidance	\$1,457,364
Management & General	\$126,662
Fund Raising	\$159,175



**TOTAL EXPENSES** **\$1,743,201**

Our vital mission is to provide children facing adversity with positive mentorship. The population we serve are children living in communities with low or very low child well-being. Our goal is to serve more children and increase positive outcomes by matching them with a caring adult who will ignite their full potential.

Our 2020 results reflect the outpouring of support from donors who want to ensure Greater Cincinnati children continue to receive vital mentoring services. We were also the beneficiary of a one-time grant from Cares Act Payroll Protection Funds.

We are grateful for all the support – and most importantly, so are our Littles. The ongoing uncertainties and challenges we faced in 2020 due to the pandemic remain significant – and in many ways will be more of a challenge in 2021. Your continued support will help ensure that we can continue to bring the gift of mentorship to the at-risk youth of Greater Cincinnati in 2021 and beyond.

# 2020 BOARD OF DIRECTORS

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## OFFICERS

### **Board Chair**

Jim Rolfes

### **Chair Emeritus**

John Atkinson

### **Secretary**

Jeff McPeek

### **Treasurer**

Mike Bruggeman

## TRUSTEES

Rich Brandenburg

Brett DeCurtins

Corey Drushal

Jessica Esterkamp

Christina Groth

Ann Horgan

Keith Jackson

Carrie Little

John Mangan

Joseph Pinnell

Anthony Roberts

Michael Rodarte

David Spaccarelli

Shane Spears

John Stacey

Ira Thomsen

Joy Whinery



**Big Brothers  
Big Sisters®**

GREATER CINCINNATI

2400 Reading Road, Suite 148, Cincinnati, OH 45202  
513-421-4120 | [BIGSFORKIDS.org](http://BIGSFORKIDS.org)

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## THANK YOU FOR YOUR 2020 SUPPORT!

Please visit [www.bigsforkids.org](http://www.bigsforkids.org) to learn more about becoming a Big, donating or helping us share our message in 2021.