

ANNUAL REPORT

2015



Big Brothers Big Sisters
of Southwest Virginia



< Virginia Big Sister of the Year Jessica
and Little Sister Kianna



Volunteering is fun,

BIG TIME.



➡ WE ARE HERE
TO START SOMETHING



Big Brothers Big Sisters of Southwest Virginia thrived in 2015. We evaluated the state of our agency, and we made actionable steps to plan for the future while strengthening our current program. 2015 was a year of recognition, as we received many awards that celebrated our achievements. We earned the 2015 Big Brothers Big Sisters of America Quality Award, placing us in the top 15% of affiliates. We also won the Roanoke Chamber of Commerce Small Business Award for Non-Profits which celebrated our creativity and success in fundraising. We served children in Roanoke, Salem, Vinton, Botetourt, Christiansburg, Blacksburg, Radford and Pulaski with passion and dedication, and it paid off in many ways:

- We reached our goal of serving more than 400 children in Southwest Virginia.
- We completed a three-year strategic plan that will take our organization to the next level in stability and service.
- Big Sister Jessica Nelson, matched with Kianna for 11 years, was awarded the honor of being Virginia Big Sister of the Year.

While we had a wonderful year, there is still much work to be done. In the next year, we plan to serve more children and make a bigger impact on Southwest Virginia through our mentoring services.

403
children served



2015 BBBS Quality Award
Places us in the top 15% of BBBS affiliates nation-wide in program and administrative excellence

Roanoke Chamber of Commerce Non-Profit of the Year
Recognized for our creativity and success in fundraising and marketing of the agency



Donihe Family Scholarship Fund

Lynn Donihe, former Big Sister, made a huge difference by starting the Donihe Family Scholarship Fund in memory of her late husband, Mark Donihe. Lynn and Mark were both Bigs in our program and even met each other through a BBBS event. It was always their goal to create a scholarship in honor of their former Littles, Antonio and Aisha. This scholarship is open to any Little or former Little who wants to go to a 2 year, 4 year, or vocational school. Littles and Former Littles can also apply for this scholarship if they choose to go back to school later in life. The Donihe Scholarship Fund will open the doors of education even more to the children in our program.

Big For A Day Pulaski

In January 2015, we celebrated our third year serving Pulaski County Public Schools with Big For A Day! Six Pulaski County leaders were matched with children on the waitlist for a day of relationship building and fun. The Littles got to experience future careers and make a new friend.



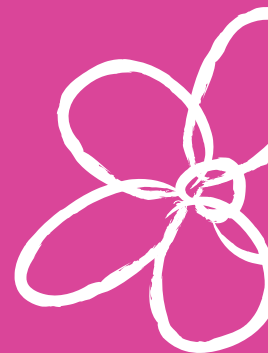
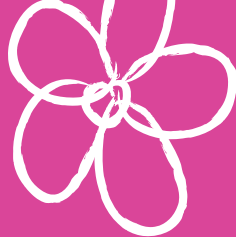
Over The Edge

Over The Edge 2015 took place on May 1-2 and raised \$96,000 for Big Brothers Big Sisters. It was a beautiful weekend, and 60 participants came out to rappel. As of May 2015, Over The Edge has grossed more than \$175,000 for Big Brothers Big Sisters of Southwest Virginia.





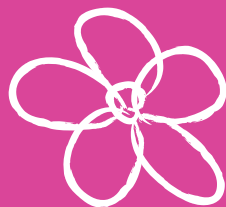
◀ Big Sister Sarah and Little Sister Dafroze



Little steps lead to a

BIG IMPACT

With the help of our network of donors, partners, family members, and advocates, Big Brothers Big Sisters carefully matches at-risk youths with caring, adult role models. Research proves that children enrolled in Big Brothers Big Sisters programs are more likely to improve in school and in their relationships with family and friends, and less likely to skip school or use illegal drugs or alcohol.





Big Brother Ian and Little Brother Kany'e >

MAKING A DIFFERENCE

Big Brothers Big Sisters' mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever. Standards and practices for the Big Brothers Big Sisters program are centered on child safety and providing strong outcome objectives. Focused on outcomes and tested, proven standards and procedures have allowed the program to evolve based on the needs of children and the community. Surveys collect data from the perspective of youth on social competence, educational expectations (finishing high school, going to college, and finishing college), academic performance, social acceptance, parental acceptance, and attitudes toward risky behaviors. These surveys drive the strategies of the program to each individual match providing one-to-one services to those children in most need of direction and guidance by a caring adult. Below are the Youth Outcomes for the Community Based Program in 2015.

Youth Outcome	% of Littles Maintaining or Improving
Social Acceptance	85%
Scholastic Competency	77%
Educational Expectations	92%
Grades	75%
Risk Attitudes	75%
Parental Trust	83%
Truancy	70%
Special Adult Relationships	100%
Avoidance of Juvenile Justice System	100%



Southwest Virginia Big Brother of the Year Shawn
and Little Brother Joe >

STRATEGIC PLAN

The Board of Directors designed and launched a three-year strategic plan focused on building sustainability and infrastructure and investing in volunteers in order to serve more children with better service by 2018.

Key Initiative 1: Monthly Giving

In order to increase our donor base and cash flow each month, we launched a Monthly Giving Program through which donors give small monthly donations. The goal for the Monthly Giving Program is to bring in \$5,000 each month by June 2018.

Key Initiative 2: Sustainability Plan

The Sustainability Plan Initiative allows large donors to designate their gifts to a cash reserve, named the Founder's Fund, for the agency to build a solid and sustainable cash foundation. The goal for the Sustainability Plan is to accumulate \$100,000 per year, resulting in a total of \$300,000 by 2018.

Key Initiative 3: Volunteer Development

Volunteer Development gives the agency the platform to both appreciate our current volunteers as well as steward them to become donors, recruiters, and ambassadors for our program. The goal for the Volunteer Development Initiative is for 30% of our Bigs serving as recruiters and ambassadors by 2018.



◀ Big Sister Jasmine and Little Sister Danazija

NEW PARTNERSHIPS

Our agency defines partners as companies who not only sponsor our organization financially, but who also provide other resources for the children we serve. Big Brothers Big Sisters has some great partners; below are our new partnerships in 2015.

cityspace

We began our partnership with CitySpace the first year of Over The Edge, as they allowed us to use the Patrick Henry for the event. Since then, we have partnered together on many events from Open Houses to the CitySpace 5K. CitySpace employees work hard to make sure our events are a huge success, and we owe so much to this great organization.



Fleet Feet Sports facilitated a Walking Club for our Matches, where they promoted healthy lifestyles and gave free shoes to more than 40 children. This was an incredible partnership because our Littles were exposed to Roanoke's Greenways and how to use them. Many of our Littles are in need of footwear, and Fleet Feet Sports met that need with joy.



Starbucks Coffee brought their team to volunteer at all our special events this year, and they even provided snacks and beverages at Over The Edge. The children in the Oliver Hill Mentoring Program travelled to a Starbucks store to learn about coffee growth and distribution. Starbucks also collected games, books, and other needs throughout the year.

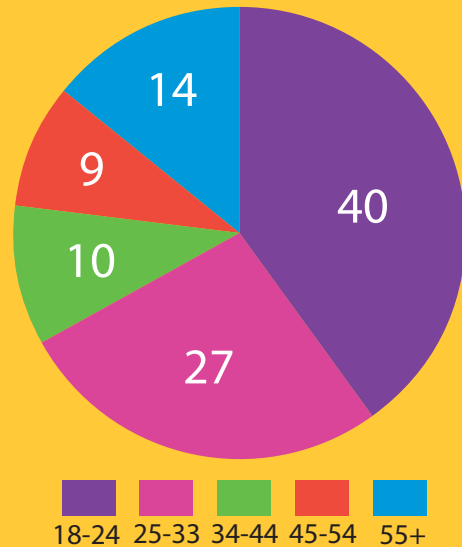
BIGS AGENCY WIDE



Mentors contributed **8,314 hrs** of service equivalent to **\$191,804***.

* Points of Light reports the value of volunteer hours as \$23.07 per hour.

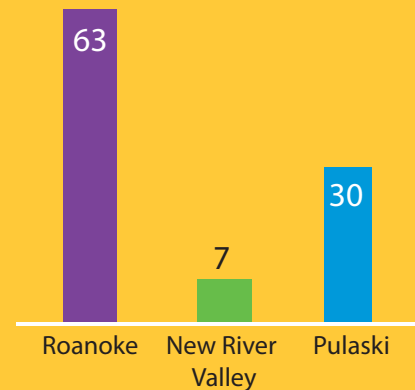
Ages (%)



Ethnicity (%)

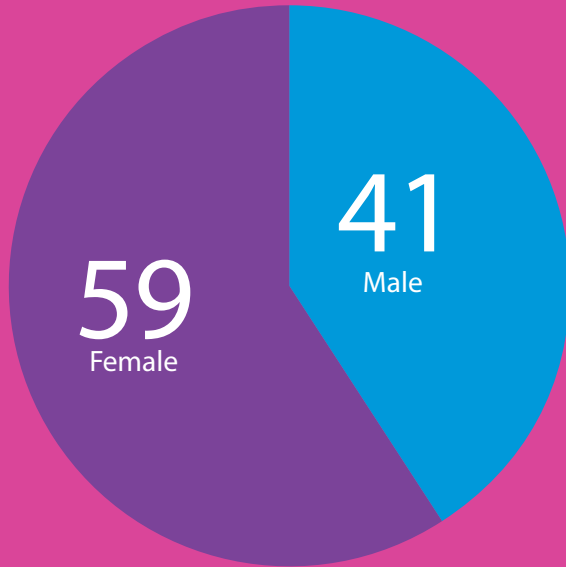


Locality (%)

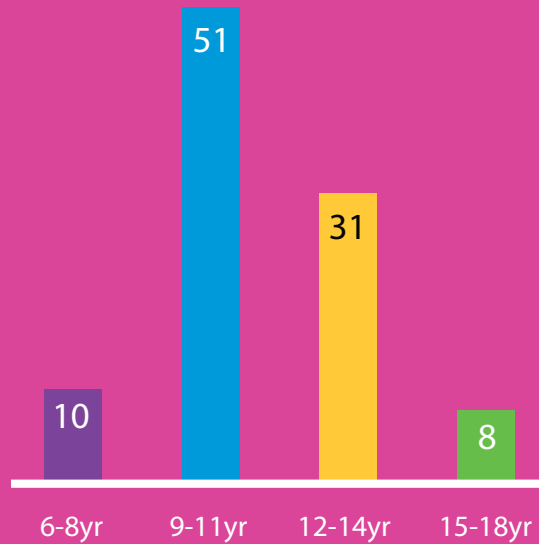


AGENCY WIDE LITTLES

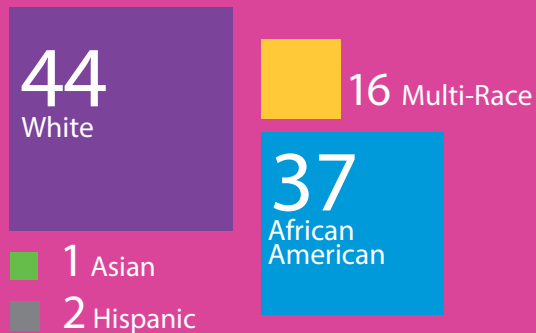
Gender (%)



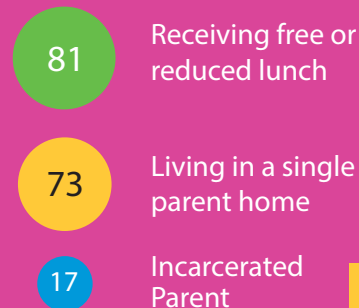
Ages (%)



Ethnicity (%)

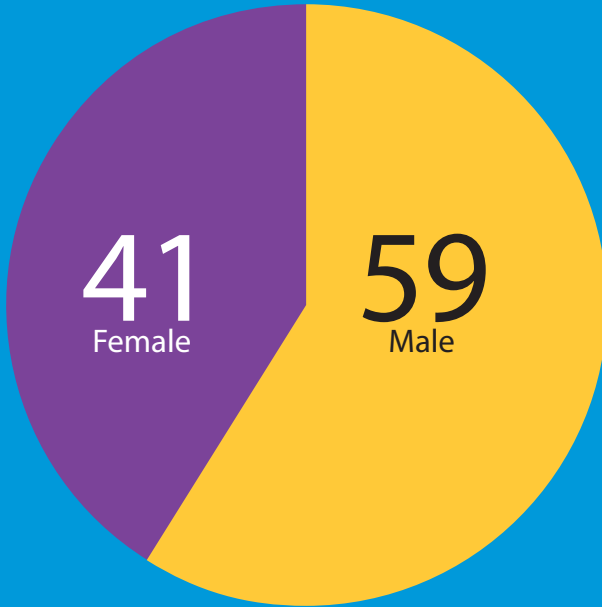


Home Life (%)

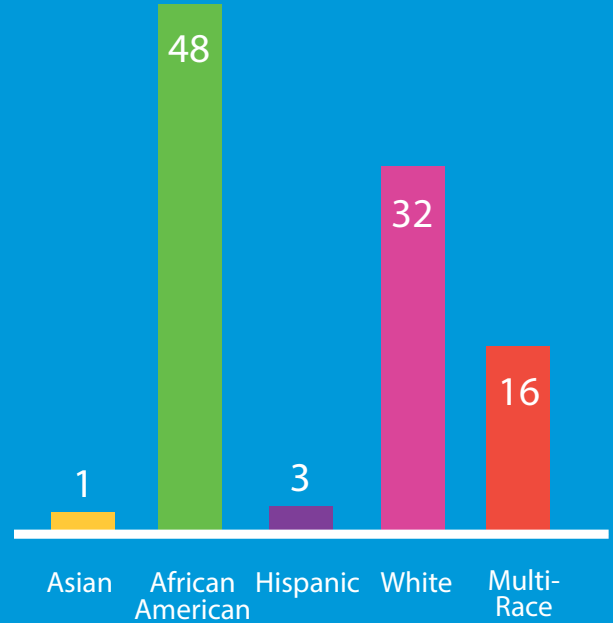


ROANOKE VALLEY

Gender of Littles (%)



Ethnicity of Littles (%)



Agency Metrics

Average Match Length
Community Based > 22.1 months

Average Match Length
School Based > 16.5 months

Children Served in
Roanoke Valley > 255

Youth Outcomes (%)

community based program

100

Reported avoiding the
Juvenile Justice system

92

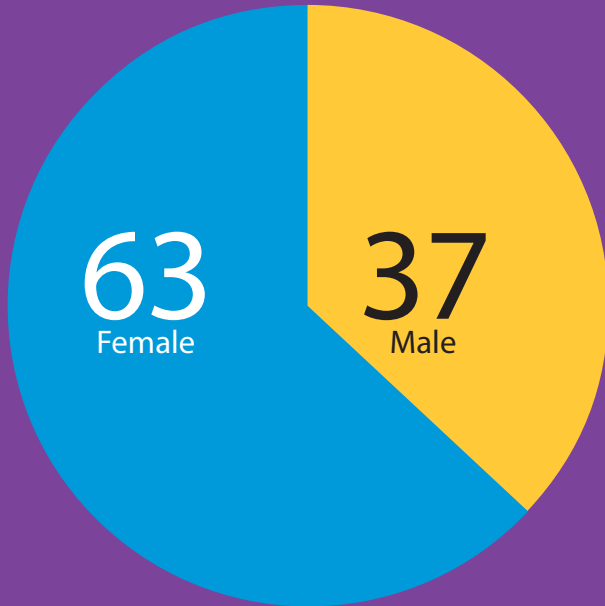
Improved or maintained high
educational expectations

70

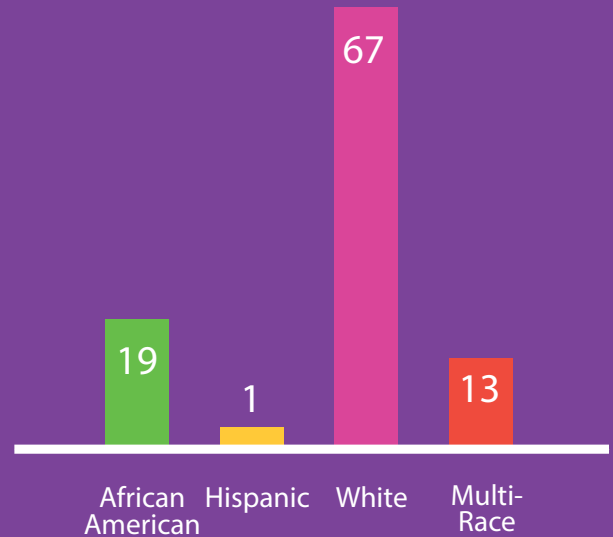
Improved on number of
absentees or maintained
few absentees

PULASKI COUNTY

Gender of Littles (%)



Ethnicity of Littles (%)



Agency Metrics

Average Match Length > 13.3 months
School Based

Children Served in > 122
Pulaski County

Youth Outcomes (%)

school based program

100

Reported avoiding the Juvenile Justice system

85

Improved or maintained high educational expectations

50

Improved on number of absentees or maintained few absentees

FINANCIALS

for Fiscal Year 2015

Expenses

Program Services	\$364,526	83%
Resource Development	\$20,582	5%
General and Administrative	\$53,280	12%
Total	\$438,388	

Revenue

Foundations	\$292,188	64%
Individuals	\$71,215	16%
Corporations/Special Events	\$93,823	20%
Total	\$457,226	

MATCH LENGTH

The following list honors those who have been matched for one or more years. Match length is critical to ensure maximum youth impact. These matches have met and/or surpassed our 12 month goal.

1+ YEARS

Sarah Adams
Will Andrews
Elizabeth Arthur
Jamey Arthur
Luke Austin
Marlvis Awusah
John Bane
Doug Brady
Ryan Brady
Doug Buchanan
Carly Cash
Sandra Colling
Ian Cooley
Brittany Crigler
Stacy Dixon
NyTasia Dockery
Mary Easter
Kelley Elliott
Rebecca Ennis
Adam Ferguson
Bria Gardner
Claire Godfrey
Alex Gurrisi
Jasmine Hairston
Michael Hartley
Morgan Harvey
Tyler Hofmann-Rear-
don
Jeff Howard
Chelsea Hutton
Abigail Jessee
Janet Jonas
Tiffany Jordan
Annie Joseph
Andrew King
Sarah Kistler
Hannah Knowles
Caroline Kronzer

Michael LaBrie II
Whitney Law
Nicole Lester
Daniel Lewis
Caitlin Lilley
Sue Lindsey
Lucille Locher
Gabriela Lucas
Margaret Macher
Emily Mays
James McDaniel
Emily McQueen
Roxanne Mear
Amber Morgan
Caitlin Morse
Joe Mott
Janet Mutter
Cassie Nath
Tony Nelson
Destiny Nester
Gail Nordhaus
Emily Norton
Janet Norwood-Smith
Taylor Olson
Joanna Paysour
Karen Peters
Megan Pittman
Sierra Rock
Kimberly Roe
Elizabeth Russell
John Schuessler
Hannah Showalter
Matt Shumaker
Michael Squires
Tara Stocki
Daniel Sweeney
Cienna Taylor
Allison Teschke
Ashley Thompson

Nicole Thompson
Gene Thompson
Trina Thompson
Donna Travis
Brandyn Turley
Lindsey Ward
Alex Weaver
Jessica White
Julian Whitley
Kristina Wilkerson
Lenora Wimmer
Jack Wimmer
Daniel Wise
Billy Word, Jr.
Erin Wynd
Deonna Yancey
Dennis Yeatts
3+ YEARS
Sandy Adams
Kristin Adkins
Eric Amateis
Elisabeth Beamer
Tim Beard
Christy Blevins
Jesse Cahill
Georgina DeAngelis
Yolanda Eaddy
Mike Glascock
Dan Grubb
Erin Harden
Hannah Hawthorne
Michael Hill
Jeff Hill
Courtney Hodges
Peter Huber
Ashleigh Huggard
Mariana Laughlin
Sarah McClure
Becky Mills

Lara Moody
Terry Morrison
Bryan Nicewonder
Thomas Phillips
Manuela Schabel
Ashley Schlafman
Chelsea Sewell
Vickesheia Smith
Daryl Songer
Josh Taylor
Shawn Utt
Frank Whitecotton
Kirk Wilkes

5+ YEARS

Kim Butterfield
Emily Daniel
David Goodman
Gail Gulberkian
Sheila Harper
Gwen Harris
Henry "Page" Johnson,
Jr.
Sara Jones
Anita Reed
Yvette Smith

8+ YEARS

Mark Blomquist
Doug Eller
Allen and Lynda Foster
Lauren Glascock
Gloria Jennings
Angie Johnson
Marcel LeHardy
Stafford Lewis, Jr.
Ericka Martin
Peggy Nixon
Pete Tingler, Jr.

OUR DONORS

This list represents donations received during July 1st, 2014 and June 30th, 2015. We are deeply grateful for the generosity of our community. Every attempt has been made to ensure the completeness of this list. If you discover an error, please accept our sincere apologies, and alert Jessica Turley at jturley@bigslittles.org.

\$25,000 - \$100,000

McLeod Family Foundation
Pulaski County Board of Supervisors
Roanoke City Public Schools
Quick Fix Real Estate
Sam and Marion Golden Helping Hand Foundation
United Way of the Roanoke Valley

\$10,000 - \$24,999

Allstate Helping Hands Foundation
Donihe Family Scholarship Fund

\$5,000 - \$9,999

Edgar A. Thurman Charitable Foundation for Children

Trane
\$1,000 - \$4,999
Arby's Foundation, Inc.
Atlantic Bay Mortgage
Jerry and Miki Ballengee
Bank of North Carolina
Carilion Clinic
City of Salem
Meredith Coleman
Comcast Corporation
Comcast Spotlight

Delta Dental of Virginia
Fleet Feet Sports
Sonny Fleisher
Dr. Paul and Susan Frantz
Global Energy Services
Jeff and Lisa Hollandsworth
Gary and June House
HSN

Huffman & Nixon, P.C.
Ingersoll-Rand Charitable Foundation
Steve and Brenda Jamison
Cameron Johnson
Lanford Brothers Co.
Patricia Lucas
Todd and Rhonda Marcum
Mark Murphy
Josh and Jessica Nelson
New River Electrical Corporation
Newbern Foundation
Jim and Jeanie Patterson
Retro-Tech Systems
Doug Robison
Michelle Rose
George Seagraves
Star City Games, Inc.

Cyndi and Dean Stultz
The Kroger Company
United Way of Montgomery, Radford & Floyd
United Way of Pulaski County
Edward and Katherine Walker
Walmart
Wells Fargo Community Support Campaign
Debbie Whorley
Scott and Meg Wise

\$500 - \$999

7-Eleven
American Electric Power
Gregory Barrette
Big Brothers Big Sisters of America
Mr. and Mrs. Robert Brewer

Calvary Baptist
Foundation of Roanoke
Kevin Ducey
Thomas Fraticelli
Robert Gramm
Mark and Joanne
Greenawald
Gregory D Habeeb
Lawrence Perry and
Associates, Inc.
Tim May
Scott Miller
Douglas Moore
Taylor Hart Moore
David Neas
Nerium
David Nixon
Bret Patterson
David Pierson
Sam Rasoul
Sheetz
Sigma Phi Epsilon
Thomas and Ellen Stover
Marc Swanson
Rodney Thaxton
Rob Vaughan
Dean Wadsworth
Karen Waldron
\$250 - \$499
Eric Akers
Bank of America

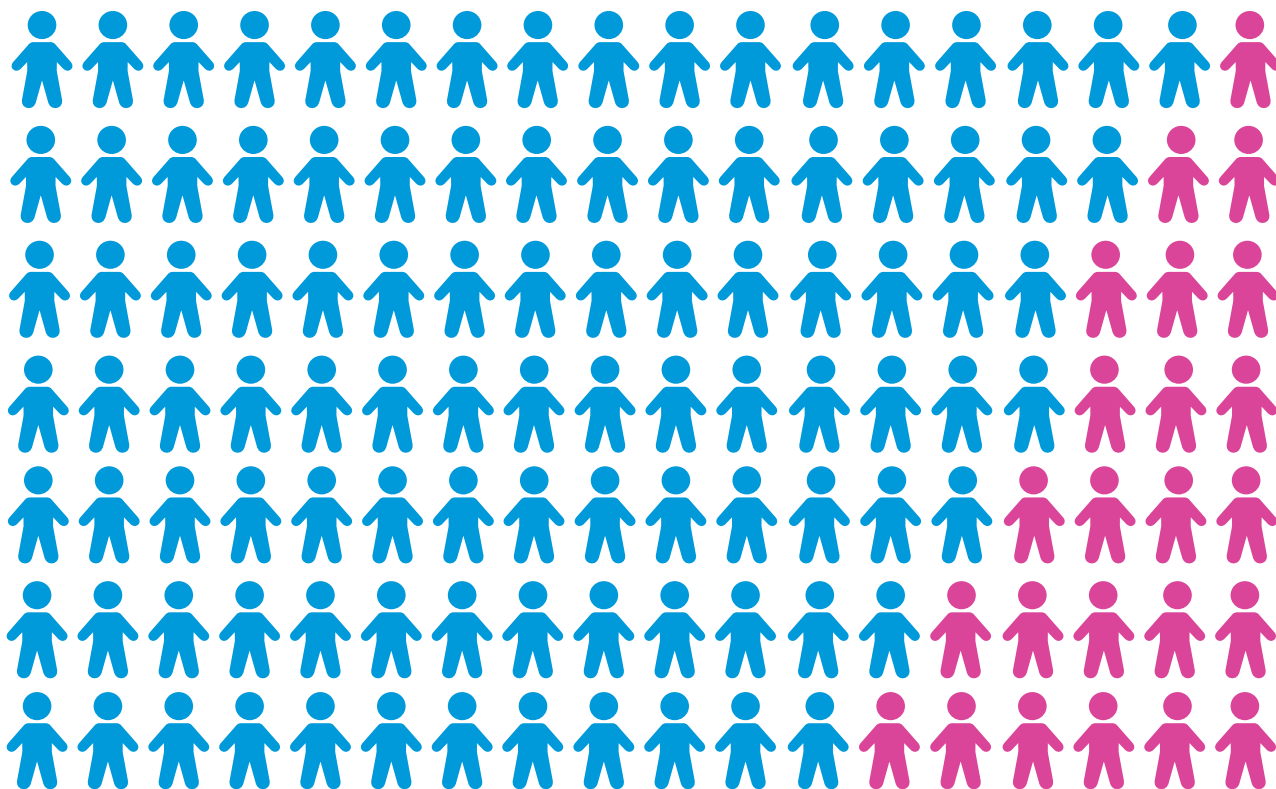
Jodie Bell
Berglund Center
Deborah Grubb
Mike Hill
Lee Hipes
Nathan Keckley
Nancy Mattox
David Nardi
Bernard Nassif
Wil Preston
Robert Price
Beth Ruffing
Dr. Jackie Scruggs Taylor
Sally Seagraves
Michelle Skala
Benjamin Summers
Brandyn and Jessica
Turley
Jason Tyree
UCell2Us
Lindsey Ward
James Williams
P.J. Wright
**IN-KIND
CONTRIBUTIONS**
Wayne Belvin
Tim Bishton
Robert Bryant
Craig Campbell
Cherry Bekaert

CityWorks (X)po
Anthony Danesi
Jennie Dowda
Chris Fullerton
Brooke Garrity
Ronald Gibbs
Grant Avenue
Development
Chip Grubb
Steve and Brenda
Jamison
Kelsi Kao
Scott Kitts
John and Veronica
Kosinski
Danny and Doris Leigh
Andrew Lessner
Anne Lewit
Ronnie and Faye
Marcum
Inara Marshall
Massage Envy
Janie Meggers
Edward Meriwether
David Miller
Ed Moore
Gary Monger
Larry and Patricia
Mullins
Edward Murray
Pat and Cheri Neri
David Newkirk

Karen Peters
William Pletta
Pop's Ice Cream and
Soda Bar
David Roller
Salem Ice Cream Parlor
Robert Smith III
Vickesheia Smith
The Estate of Rodney M.
Smith
The Grandin Theatre
Foundation
Tim Todd
Trust Company of
Virginia
Vanessa Turner
Carl Verboncoeur
Annette Vest
Randy Vest
Otto Wegman
Wildflour at Towers
P.J. Wright

WANT TO HELP?

126 children are hoping for a Big Brother or Big Sister this year. A Little time is a Big deal to a child on our waiting list. Just a handful of hours per month is all it takes.



Debbie Whorley
Allstate
Chair

Scott Wise
Trane
Secretary

Jesse Novak
Brown, Edwards & Company
Treasurer

Cyndi Beach Stultz
Bank of Botetourt
Past Board Chair

Jerry Ballengee
Retired Fortune 250 Company

Dr. Gregory Brown
Pulaski County Public Schools

Meredith Coleman
Community Volunteer

Michael Cox
Quick Fix Real Estate

Leigh Dunnagan
Gentry, Locke, Rakes & Moore

Katina Hamlar
Allstate

David Henry
Movement Mortgage

Steve Jamison
Retired AEP

David Nixon
Huffman Nixon, P.C.

James Patterson
Metlife

Dr. Virginia Powel
Carilion Clinic

Gene Thompson
Wells Fargo

Margaret-Hunter Wade
Cox Communications

Lindsey Ward
WSLS 10

Rebecca Waterfield
Advance Auto Parts

BOARD OF DIRECTORS

Big Brothers Big Sisters of Southwest Virginia
is a 501 © 3 nonprofit charitable organization.

BIG BROTHERS BIG SISTERS OF SOUTHWEST VIRGINIA

124 Wells Avenue, NW
Roanoke, VA 24016

540.345.9604
www.bigslittles.org