

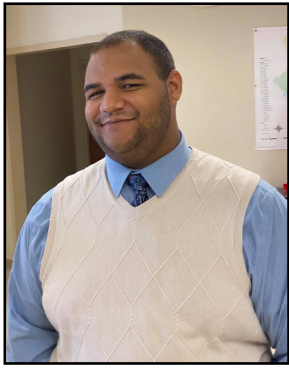
IGNITE POTENTIAL



2020 IMPACT REPORT

JULY 1, 2019 - JUNE 30, 2020





A message from Board Chair Dorian Palmer

Wow! What a year it has been for Big Brothers Big Sisters of WNC. Between the retirement of our longtime Executive Director Robin Myer and the hiring of new Executive Director Lelia Duncan, to dealing with the COVID-19 pandemic, our organization has continued to amaze me. The leadership of our Board and staff has consistently delivered our mission and vision out in our communities, and I am honored to share this report with you.

Let me introduce myself. I became a Little Brother on March 4, 2006. Since that time, I have served on the Advisory Council in Burke County, and as Secretary, Vice-Chair, and, for two terms, Chair of the Board. I am honored to serve such an amazing organization.



I am grateful to this organization, and to our funders. Without you, our work would not be possible. Here's to many more years of Igniting and Defending Potential.



A message from Executive Director Lelia Duncan

What an incredible honor it was to step into the role of Executive Director of BBBSWNC this year. As I look at the incredible difference that this organization makes in the lives of children and youth, I am exceedingly grateful for all our volunteers and supporters who support our mission and make it possible to change the trajectory of a child's life.

Given the uncertainty and challenges we are facing, it is more important than ever to encourage children and youth, to help support their families where needed, and to Ignite the Potential in all of our Littles.

Thank you, for all you do in so many ways.



Getting a boost, across the board

Surveys of school personnel in 2018-2019 show that, among BBBSWNC Littles in our community- and school/site-based programs ...

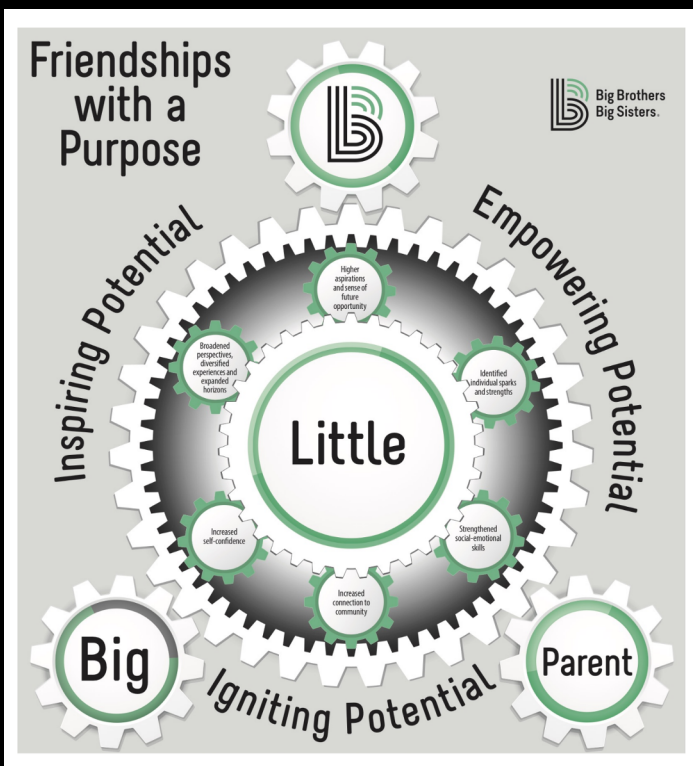
94% became more self-confident.

88% got along better with their peers.

89% improved relationships with adults.

87% became better at problem solving.

87% became more motivated to learn.



**We strive to build
"Friendships with a Purpose"
and develop positive youth
development behaviors**

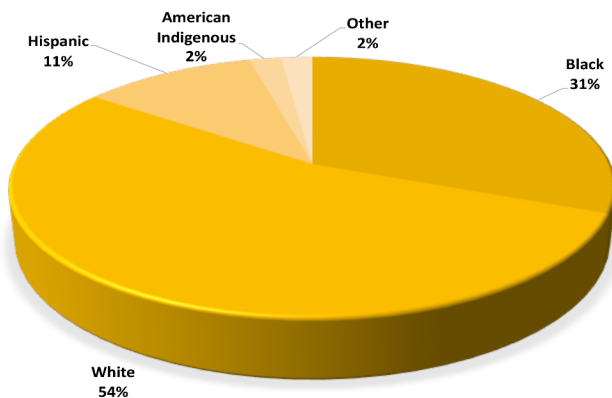
Using a pre- and post-test methodology, the Youth Outcomes Survey (YOS) and Child Outcomes Surveys (COS) are designed to track outcomes in the following areas: educational expectations, emotion regulation, social competence, depressive symptoms, life satisfaction, goal-setting, positive behaviors, risky behaviors, and the presence of very important adults.

Snapshot of our Littles

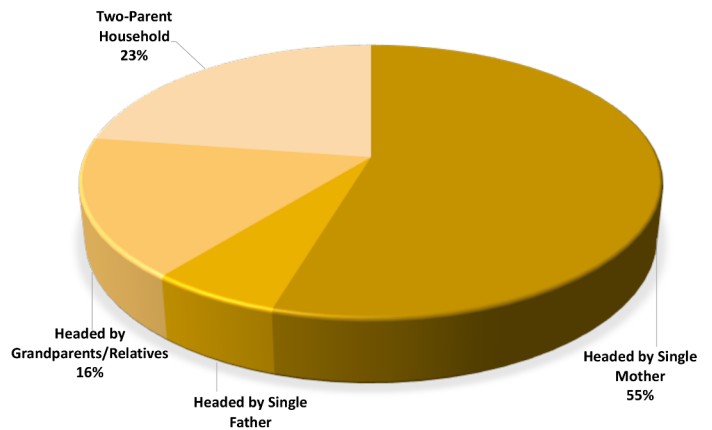
A multicultural pie

Reflecting Western North Carolina's somewhat diverse population, half of the Littles served by BBBSWNC are of Black, Hispanic, American Indian or other heritage. Half of our Littles live in one-parent households.

Littles served 2019-2020 by Race



Littles served 2019-2020 by Living Situation



Average match length

Indicative of our success creating and sustaining meaningful matches, our Bigs and Littles stay together an average two and half years - a valuable window that helps nudge a child toward a better future. Last June, 17 Littles who had been matched with their Bigs for years graduated from high school.



84%

Littles receiving free/
reduced lunch assistance



Finding the way to a Little's heart

Not even a pandemic can stop Big Brother Joey Popp and Little Brother Andre from getting together to eat.

Joey, the Big Brother of the Year for North Carolina, provides the picnic when he and Andre work in Andre's garden patch in Hendersonville. Fully masked and socially distanced, they sit down to takeout in the grass after cultivating Andre's award-winning tomatoes, peppers, "and the best green beans I have ever had," Joey says.

Because of Joey's extraordinary commitment to Andre and to the BBBS Henderson branch, Big Brothers Big Sisters of Western North Carolina selected him as its Big Brother of the Year. And then, in February, the Hendersonville resident learned he'd been chosen as Big Brother of the Year for the whole state.



"I was totally blown away," Joey says. "Not only have I seen a difference, in my own backyard, in a great young man like Andre, but I get to spread the message of what BBBS is. That's been my mission this year."

Joey does it in so many ways. A member of the Henderson branch Advisory Council who also sits on the BBBSWNC Board of Directors, Joey contributes the money he gets from selling his flowers at the Hendersonville Farmers Market to BBBS Henderson. His booth at the market allows him to talk about BBBS.

"You wouldn't believe how much interest that has generated," he says. "I had families

from Louisville and Arizona visit last week, and the next thing I knew they were giving us donations."

Most important to Joey is the work he does with Andre - which isn't work at all, he says. Joey guides Andre to be, as Joey puts it, "the man of the house," by stepping up for his mother, a stroke survivor, and helping his sister and his great-great aunt, with whom Andre lives.

Prior to the pandemic, the two would end a day together by looking for a new restaurant to try. Each meal concluded with a math lesson - Joey helping Andre figure out how much was a 20% tip. "I get a chuckle out of our doing fun stuff like that," Joey says. Through limited visits and regular phone calls, "we've made the pandemic fun."

The two are looking forward to sitting down inside a restaurant again. "I love to eat," Joey says, "and I realized that Andre has quite an appetite."

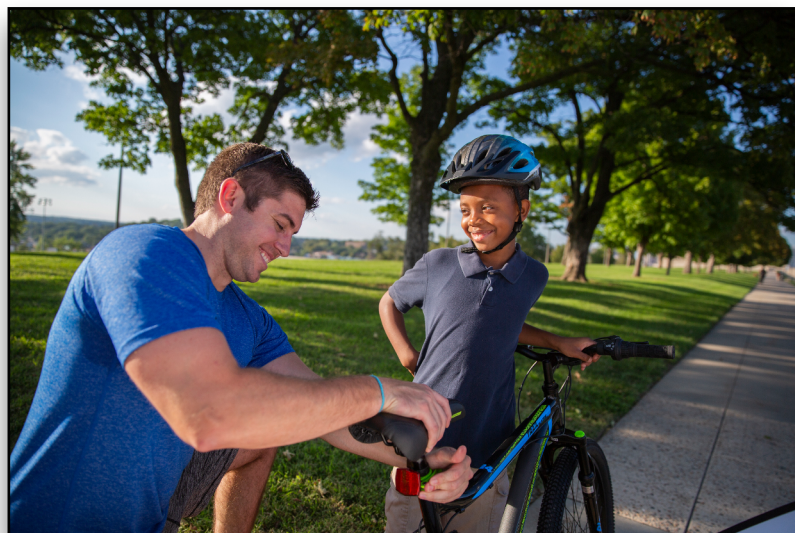


2020 BBBSWNC Programs

Sports Buddies

In partnership with the Pisgah Health Foundation, our programs in Buncombe, Haywood, and Henderson counties are matching boys with Big Brothers in a new program called Sports Buddies. The program pairs boys and male mentors for sports activities and friendship-building activities.

Currently, they are enjoying active outings on their own; post-Covid, we will offer group activities, such as hiking, rafting, biking, and rock climbing. As always, BBBS staff provides support to the mentors, youths, and parents/guardians.



High School Bigs

With support from the Community Foundation and the WNC Bridge Foundation, we are expanding this program in Cherokee, Burke, Graham, and Swain counties. Staff members match high school students with elementary students for an hour a week of homework help and mentoring activities.

The high school students grow personally and gain volunteer hours for college applications and job applications. The younger students improve in confidence, social skills, and academic work. In 2020, all mentoring sessions were virtual per match or in group sessions led by BBBSWNC staff.

Community-Based Mentoring

Bigs and Littles in the Community-Based Mentoring program saw some changes over the calendar year. For several months in Spring 2020, all interactions between Bigs, Littles and parents/guardians were done virtually or on porches or in yards with participants wearing masks and standing six feet apart.

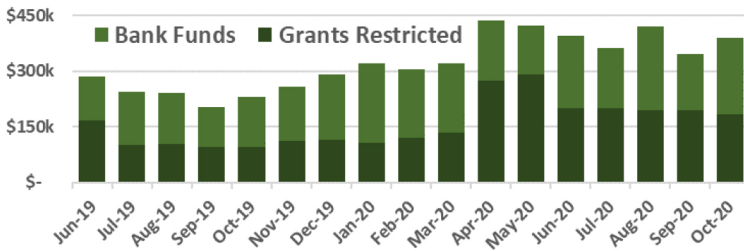
Now, Bigs and parents/guardians can resume Big/Little outings if they sign a waiver and follow safety guidelines. Those who did that were happy to see each other again!



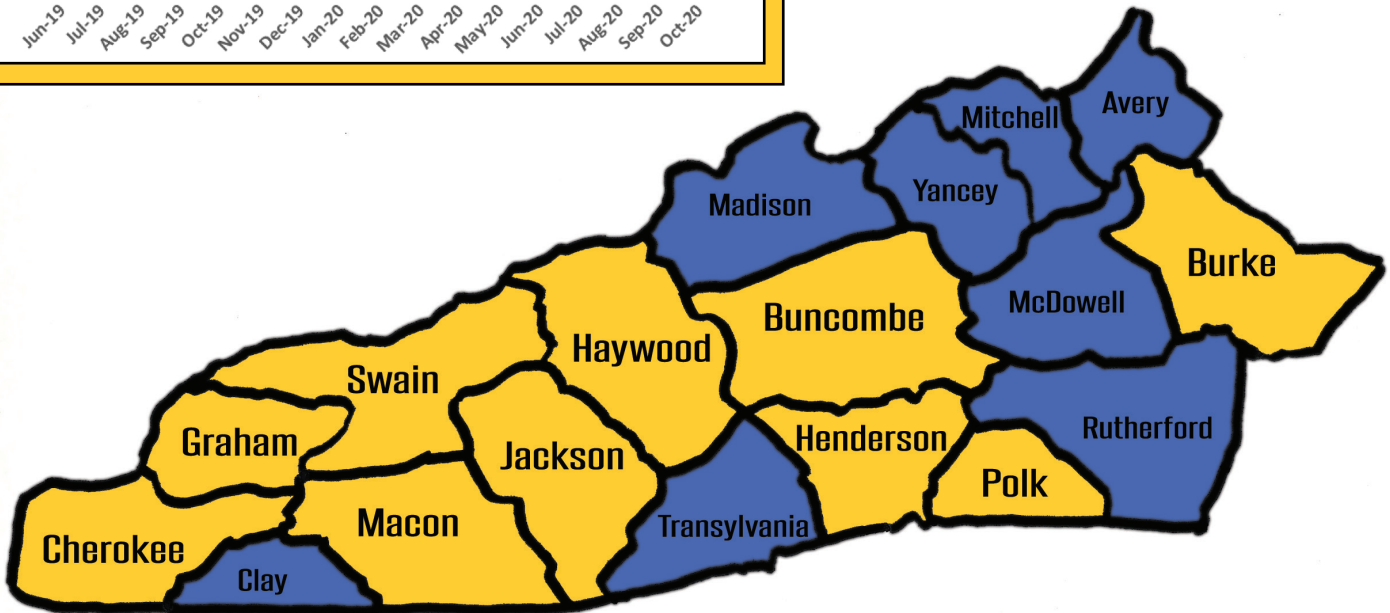
2020 BBBSWNC County Highlights

TD Bank Balance: \$389k

Total Matches: 343



**Filling out our
mountain region**



Counties We're Currently Serving

Buncombe
Burke
Cherokee
Graham
Haywood
Henderson
Jackson
Macon
Polk
Swain

Counties We'll Add in 2021

Avery
Clay
Madison
McDowell
Mitchell
Rutherford
Transylvania
Yancey



2020 BBBSWNC AmeriCorps



Project MARS/AmeriCorps did not miss a step during the 2019-2020 service year. When schools closed in North Carolina last March, its members were considered essential workers. Members served 59,725 hours tutoring remotely, tending school grounds, reading with kids - and doing lots of cleaning.

Schools used members in a variety of ways, including delivering more than 125,000 meals to students. Members sewed and distributed more than 1,500 masks across WNC, as well as for a clinic in Durham.



Members stepped up service hours at therapeutic horse camps and MANNA FoodBank, and for the United Way. They tended crisis call centers and provide childcare to essential workers and to many other local nonprofit organizations.

Recruiting 57 full- and half-time members for 2019-2020, Project MARS served 1,617 children in WNC schools. The new service year began Aug. 17, 2020, with all members once again engaging with students, some remotely but most in person.

Annually during the past five years, Project MARS members have served an average of 1,500 children, helping nearly all of them at school with their behaviors and their attitudes.

We are AmeriCorps, and we get things done!





BBBSWNC Board of Directors

Executive Team

Dorian Palmer, State of North Carolina, Chair

Stephanie Johnson, Warren Wilson College,
Incoming Chair

Debbie Charlton, Kappa Source, Secretary

Josh Mellon, Blue Ridge Research & Consulting,
Treasurer

Danae Jones Aicher, Rainbow Community
School, Equity Director



At-Large Members

Heather Brown, The Matt & Molly Team

Maggie Carton, Retired

Susy Chandler, Lenoir-Rhyne University

Dave Gildersleeve, Wade Trim, Inc.

Susie Kocher, Amgen Inc.

Mark Kurdys, Kurdys Law

Allen Helms, Home Trust Bank

Terry Peterson, Beverly-Hanks

Joey Popp, Self-Employed, Media

Colton Smith, Well Fargo Bank

Christie Standish, Edward Jones

Anita Tyre, Warren Wilson College

Advisory Council Chairs

Heather Brown, Buncombe County

Terri Martino, Burke County

Nancy Albers, Cashiers

Christie Standish, Cherokee County

Angie Knight, Graham County

Ann Geers, Haywood County

Ricky Siegel, Highlands

Joe Sherman, Henderson County

Carolyn Gibson & Lee Morgan, Polk County

Sandra Perrigo, Swain County



From left, Joey Popp, Dorian Palmer, and
Assistant Director Jamye Davis



Statement of Activity

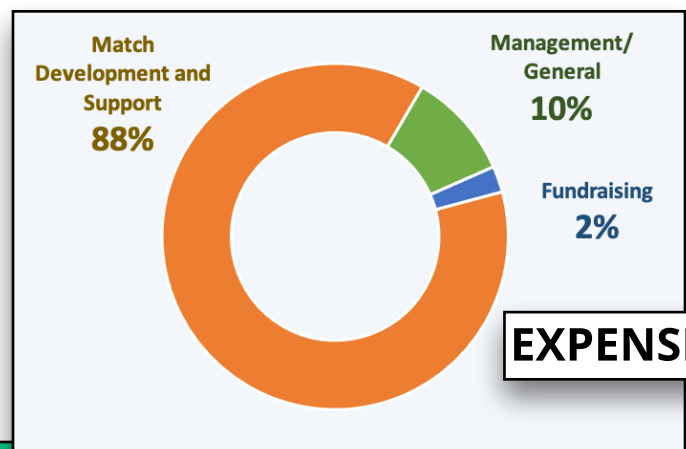
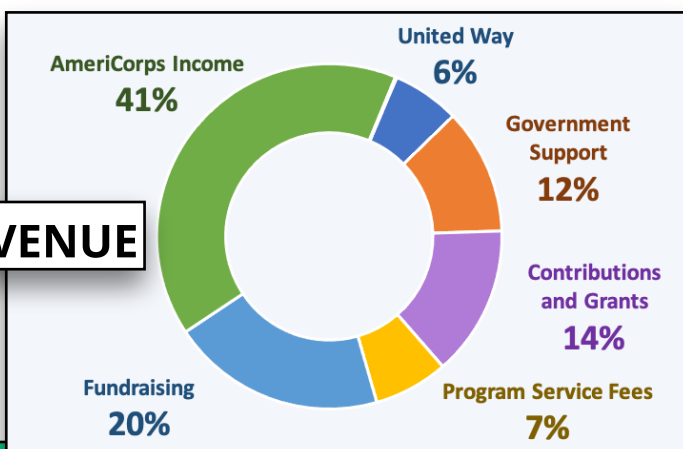
July 1, 2019 to June 30, 2020, cash basis

REVENUE	
United Way	\$86,013
Government Support	\$159,987
Contributions and Grants	\$191,265
Program Service Fees	\$94,753
Fundraising	\$273,107
AmeriCorps Income	\$551,286
Other Income	\$1,777
Total	\$1,358,189

Categories	REVENUE
United Way	\$86,013.17
Government Support	\$159,987.00
Contributions and Grants	\$191,264.85
Program Service Fees	\$94,753.45
Fundraising	\$273,107.22
AmeriCorps Income	\$551,286.40
Other Income	\$1,776.66
<i>(Real External Revenue)</i>	\$1,358,188.75
AmeriCorps In-Kind Funds	\$144,877.31
Internal Admin Fees	\$71,228.64
<i>(With Internal Fees and In-Kind Trades)</i>	\$1,574,294.70

EXPENSES	
Enrollment, Matching, Support	\$1,102,451
Management/General	\$125,913
Fundraising	\$30,581
Total	\$1,258,946

Categories	EXPENSES
Enrollment, Matching, Support	\$1,102,450.97
Management/General	\$125,913.29
Fundraising	\$30,581.28
<i>(External Expenses)</i>	\$1,258,945.54
AmeriCorps In-Kind Funds	\$144,877.31
Internal Admin Fees	\$71,228.64
<i>(With Internal Fees & In-Kind Trades)</i>	\$1,475,051.49



A heartfelt thank you!

Thank you to the individuals, companies, and foundations that supported Big Brothers Big Sisters of WNC and helped Ignite the Potential of young people!





**Big Brothers
Big Sisters®**

OF WESTERN NORTH
CAROLINA



OUR MISSION

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

OUR VISION

All youth achieve their full potential

BECOME A BIG

<https://bbbswnc.org/becoming-a-big>

CONTRIBUTE

<https://bbbswnc.org/donate>

BIG BROTHERS BIG SISTERS OF WESTERN NORTH CAROLINA
50 S. FRENCH BROAD AVE., SUITE 213, ASHEVILLE, NC 28801
(828) 253-1470 * bbbswnc.org

