IGNITE POTENTIAL

2020 IMPACT REPORT
JULY 1, 2019 - JUNE 30, 2020
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.

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.
2020 BBBSWNC Outcomes

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

- White: 54%
- Black: 31%
- Hispanic: 11%
- American Indigenous: 2%
- Other: 2%

### Littles served 2019-2020 by Living Situation

- Two-Parent Household: 23%
- Headed by Grandparents/Relatives: 16%
- Headed by Single Father: 15%
- Headed by Single Mother: 53%

### Average match length

30.3 Months

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.

### Littles receiving free/reduced lunch assistance

84%
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

Filling out our mountain region

Counts We're Currently Serving
- Buncombe
- Burke
- Cherokee
- Graham
- Haywood
- Henderson
- Jackson
- Macon
- Polk
- Swain

Counts We'll Add in 2021
- Avery
- Clay
- Madison
- McDowell
- Mitchell
- Rutherford
- Transylvania
- Yancey
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!
### 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**, Wells 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

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From left, Joey Popp, Dorian Palmer, and Assistant Director Jamye Davis
Statement of Activity
July 1, 2019 to June 30, 2020, cash basis

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<th>REVENUE</th>
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<td>United Way</td>
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<td>Contributions and Grants</td>
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<td>Program Service Fees</td>
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<td>Fundraising</td>
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<td><strong>(Real External Revenue)</strong></td>
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AmeriCorps In-Kind Funds $144,877.31
Internal Admin Fees $71,228.64

\((With\ Internal\ Fees\ and\ In-Kind\ Trades)\ \ $1,574,294.70\)

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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!
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

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