

2022 Impact Report

IGNITING

POTENTIAL

40+
YEARS



Big Brothers
Big Sisters®

OF WESTERN NORTH
CAROLINA



This has been a tremendous year for Big Brothers Big Sisters of Western North Carolina. The organization has continued to expand its services throughout the region. As we grow into new communities, we have formed new partnerships and collaborations that are focused especially on providing opportunities in communities of color. With JEDI (Justice, Equity, Diversity, and Inclusion) at our core, the agency has been involved in identifying community partners while strengthening relationships in underserved communities.

New programs like Success 360, which ensures our Littles continue to thrive after high school graduation, and Natural High, a fresh approach to substance abuse prevention that provides great resources to facilitate conversations, have been well received. These and other programs provide our adult mentors - Bigs - and the Littles' guardians with a wealth of information and resources.

BBBSWNC's hard work was recognized this year by Big Brothers Big Sisters of America, which named us Small to Mid-Size Agency of the Year. Being chosen one of four category winners among 238 agencies was quite an honor! We could not be prouder of all of our Board members, Advisory Council members, and Volunteers at all levels, as well as our FANTASTIC team members!

Making a difference in a child's life is one of the most gratifying ways to give back and to give to the future. We need you! Here are some ways you can get involved.

- Become a Big and make the difference in a child's life.
- Serve on a BBBS Advisory Council or committee in your community.
- Serve on the BBBSWNC Regional Board of Directors.
- Join our team for our "Give Back Big" service days that help local community projects.
- Support Big Brothers Big Sisters with a financial contribution.



DEBBIE CHARLTON
Chair, Board of Directors



LELIA DUNCAN
President and CEO, BBBSWNC



Cherokee Central Schools in
the **Qualla Boundary** joins
our 18-county region



Meet some new matches!



Matched in August, Little Sister Kimberly & Big Sister Joanna were looking forward to some back-to-school shopping!



Big Sister Ashley and Little Sister Kaydence were looking forward to skating together, going to the park, and eating snowballs.

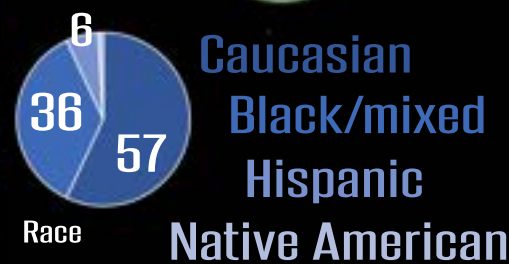
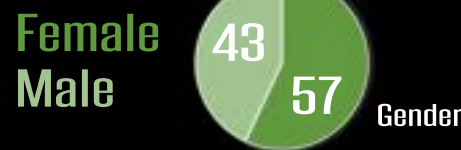


Big Brother Brian and Little Brother Jayden both enjoy sports and were looking forward to getting outdoors.



Little Sister Shaniyah and Big Sister Alexis were excited about sharing adventures together.

Our Littles



Big Sister Anna, who loves to garden, and Little Sister Shelby, who loves to draw, were getting ready to visit some bookstores.

Littles showed BIG improvement in 2022

97% Became more confident

90% Were more motivated to learn

93% Participated more in school

88% Improved academic performance

92% Showed better problem-solving skills

87% Attended school more often

Source: 2022 Local youth outcome surveys

Agency of the Year

BBBSWNC
Board Chair
Debbie
Charlton



In July 2022, Big Brothers Big Sisters of America named BBBSWNC its Small-Mid Agency of the Year. The honor recognizes BBBSWNC for its “extraordinary commitment to innovation and creativity.” BBBSWNC, the national office says, created new and ambitious programs aimed at supporting Littles and their families prior to and during the pandemic. The agency demonstrated resilience by increasing financial reserves while doubling its service area. “National recognition of this sort inspires us to continue elevating our efforts to help every child in the mountain counties achieve their potential and promise through mentorship,” BBBSWNC CEO Lelia Duncan says.



“We thank Big Brothers Big Sisters of Western North Carolina for their continued power in mentorship and dedication, and the vigorous impact they have on their community.”
BBBSA CEO/President Artis Stevens

AmeriCorps Project MARS

The school lives of about 1,000 children in Buncombe, Graham, and Cherokee counties improved during fiscal year 2022, thanks to 41 “Team 7” Project MARS members like Abigail Jacobs, below with Ranger Elementary School students. New members mentor, assist academically, and perform community service. “Thank you, Team 7, you made a difference in WNC,” says Program Director Katie Snow.




NC’s Big Sister of the Year

Bonding over ice cream and hard conversations, Debbie Welch of Buncombe County helped Devine emerge from her shell to become a high schooler who makes top grades, plays the cello, and is in color guard and IROTC.




“Mrs. Debbie told me being different from other people makes me the person I am,” Devine says.


Laughing, learning



Organized by Program Coordinator Danielle Hernandez, Dia del Nino in June, right, connected Cashiers and Highlands with the area's Hispanic neighbors. More than 250 people attended the cultural celebration - "an overwhelming success," Hernandez says. BBBS Cashiers & Highlands was also part of a local event honoring Hispanic Heritage Month, left. "Near and dear to my heart is ensuring that all members of our community are represented, including our Hispanic and Latino communities," Hernandez says.




Success 360



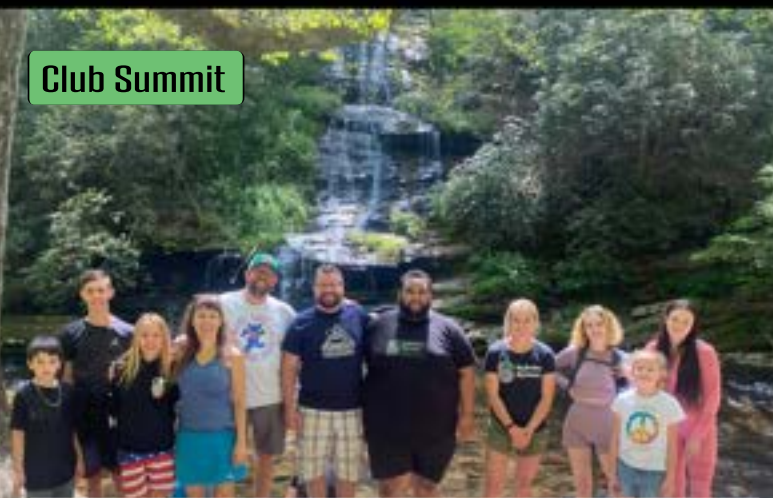
We have a grant from the Truist Foundation to thank for Success 360. Our program enriches the lives of Littles through workshops that teach them life skills like budgeting, goal setting, healthy nutrition, and basic car maintenance. The Truist Foundation is helping to set our Littles up for big futures!

Cultural immersion




BBBSWNC staff went to the Qualla Boundary this summer to immerse ourselves in the heritage of the Eastern Band of Cherokee Indians. At The Museum of the Cherokee Indian, we learned about generational trauma that still exists because of the removal of the Cherokee and other tribes from their native lands. Our experience was integral to our partnership with Cherokee Central Schools and our High School Bigs program there. Exposure to culture, beliefs, and traditions enables staff to better support and nurture Bigs and Littles.

Club Summit



Our Club Summit program got Littles outside! This fall we spent a day rafting down the French Broad River. In April, we enjoyed a beautiful hike in the Great Smoky Mountains (and saw three waterfalls!). Earlier in the year, we zipped down the sledding slopes at Cataloochee Ski Area, Ski Sapphire Valley, and Black Bear Snow Tubing in Hendersonville.

Go Back Big!

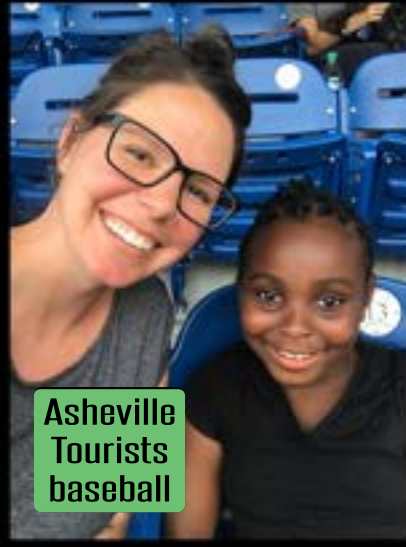


Students and caregivers faced many barriers to education over the past two years, so we kicked off this school year with "Go Back Big." We reconnected schools we've served for decades with our programs and provided information and treats for teachers. We challenged Bigs to encourage Littles to do their best, because literacy, reading comprehension, and academic success are vital to their futures - and to our mission.

Having fun



Fishing with NC Wildlife Commission, Asheville



Asheville Tourists baseball



Highlands Christmas parade



Graduates 2022



Fire Muster, Murphy



An Evening in Paris, Murphy



Dinner at the Governor's Western Residence, Asheville



Croquet Tournament of the Plateau, Sapphire



Bowl For Kids Sake

2022-2023 Board of Directors

Debbie Charlton, Board Chair

Allen Helms, 1st Vice Chair

Heather Brown, Secretary



Joey Popp, 2nd Vice Chair

Josh Mellon, Treasurer

Simone Adams

Susy Chandler

Mark Kurdys

Tim Radford

Preston Blakely

Barrie Christman

Kevin McCormick

Bruce Waller

Margaret Carton

Veronica Colvard

Kevin Pasarilla

Shelley White

Jennifer Kirkpatrick

Lane Perry

2022-2023 Advisory Board Chairs

Avery, Mitchell, Yancey: Lisa Pittman and Veleda Wiedenhaupt

Burke: Elizabeth Campbell-Wright

Haywood: Calab Tate

Cashiers-Highlands: Nancy Albers

Henderson: Heather Staton

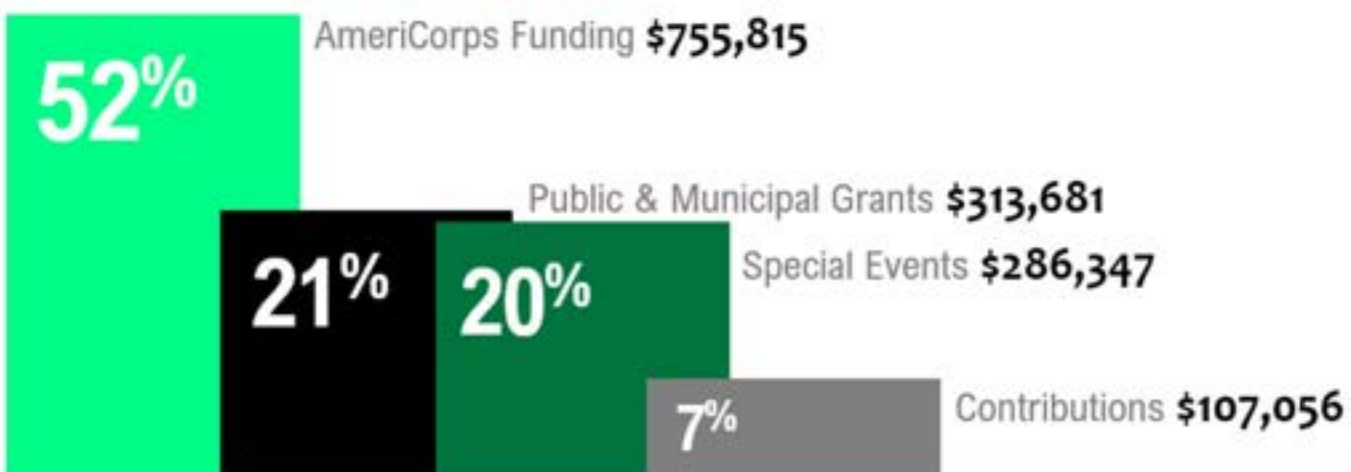
Cherokee: Erika Twiggs

Polk: Bill Smith

Swain: Sandra Perrigo

FINANCIALS FY 2022

Total Revenue **\$1,462,945**



Expenses Breakdown: PROGRAMS **94%** FUNDRAISING **2%** ADMIN **4%**

Big Brothers Big Sisters. OF WESTERN NORTH CAROLINA

50 S. French Broad Ave., Suite 213, Asheville, NC 28801
(828) 253-1470 · bbbswnc.org · facebook.com/bbbswnc.org



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



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