



Big Brothers Big Sisters of Northwestern Wisconsin  
**2019 ANNUAL REPORT**



## LETTER FROM OUR CEO

To our Big Brothers Big Sisters Community,

47 years ago our agency was born to help children and families shape a positive and healthy trajectory for the children of Northwestern Wisconsin. With what started as a conversation about keeping children out of the juvenile justice system continues today as we dedicate our work to defending the potential of youth. While the nature of adversity changes from year to year and decade to decade, the power of a positive adult role model continues to serve as a proven model in helping realize improvement in areas such as avoidance of risky behaviors, relationship building and social emotional development.

What has also remained constant is the synergy that exists between our staff, board, volunteers and generous supporters. In the same way that children benefit from consistency in a professionally supported youth mentoring relationship, so has our agency in the consistency of our community's support. 2019 was a year that culminated in hundreds of lives changed, families impacted and communities served.

Our outcomes in 2019 include:

- 92% of Community-Based & 88% of Site-Based Littles reported their Big helped them to improve their grades
- 94% of Community-Based & 100% of Site-Based Littles Reported their Big help them feel more socially accepted
- 96% of Littles reported maintaining or improving their attitudes towards engaging in risky behavior

To continue our tradition of mentoring, we know that we must continue to build relationships that serve as resources for our work. We are excited to announce a new partnership with the Department of Health and Human Services in Buffalo County to expand our reach into Mondovi. This growth represents the faith and confidence that Northwestern Wisconsin holds in our agency and the programming that has enriched countless lives since 1973. We are looking forward to welcoming Mondovi to our service territory.

We also draw on the lessons of the past to advise us on the innovative shifts we must make to ensure that our program modalities remain impactful, our fund development efforts effective and our communities well informed.

I continue to be struck by the generosity and support our community gives to children facing adversity. From all of us at Big Brothers Big Sisters of Northwestern Wisconsin, thank you for believing in our mission that all children achieve their full potential.

Sincerely,

Wes Escondo, CEO

## 325 CHILDREN SERVED IN 2019

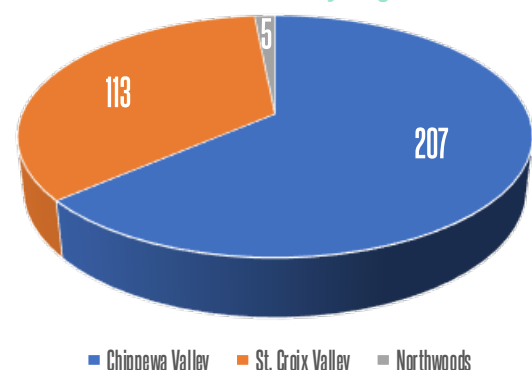
### Community-Based

215 Children Served  
Average Match Length of 35.2 Mo.

### Site-Based

110 Children Served  
Average Match Length of 18.9 Mo.

### Children Served by Region





## 2019 BOARD & STAFF

### 2019 STAFF

|                                 |                                 |
|---------------------------------|---------------------------------|
| <b>Lacee</b> Allen              | Customer Relations Specialist   |
| <b>Nicole</b> Anderson          | Program Director                |
| <b>Molly</b> Bolks              | Program Specialist CVSB         |
| <b>Logan</b> Cieslewicz         | Customer Relations Specialist   |
| <b>Teri-Gene</b> Conlin         | Development Director            |
| <b>Wesley</b> Escondo           | CEO                             |
| <b>Cherity</b> Germain          | Office Manager                  |
| <b>Kathy</b> Gjesfeld           | Match Support CV                |
| <b>Kayla</b> Gutteter           | Match Support Specialist SCV    |
| <b>Robin</b> Hundt              | Program Specialist              |
| <b>Drew</b> Kaiser              | Marketing Manager               |
| <b>Mackenzie</b> Kapral         | Development & Marketing Intern  |
| <b>Emily</b> Keith              | Marketing & PR Intern           |
| <b>Kailah</b> Kloes             | Special Events Intern           |
| <b>Samantha</b> Kroll           | Special Events Intern           |
| <b>Stephanie</b> LaBarge        | CB Enrollment and Matching CV   |
| <b>LeAnna</b><br>LeMire-Gleason | Regional Events Coordinator SCV |
| <b>Aaron</b> Mader              | Quality Assurance Specialist    |
| <b>Morgan</b> Meyer             | Event Intern                    |
| <b>Melissa</b> Morse            | Customer Relations Specialist   |
| <b>Daniella</b> Painter         | Program Specialist CV           |
| <b>Brandon</b> Richards         | IT Volunteer                    |
| <b>Nate</b> Schorr              | Program Manager SCV             |
| <b>Paula</b> Skoviera           | Community Events Manager SCV    |
| <b>Cynthia</b> Vang             | Customer Relations Specialist   |

### Executive Board of Directors

|                |                 |
|----------------|-----------------|
| President      | Paul Rudersdorf |
| Past President | Tim Olson       |
| 1st VP         | Clint Markin    |
| 2nd VP/Legal   | Grant Beardsley |
| Treasurer      | Dawn Yarrington |
| Secretary      | Mark Miller     |
| CVRB Chair     | Theresa O'Neel  |
| SCVRB Chair    | Carole Mottaz   |
| At Large       | Rick Curtis     |
| At Large       | Bob McCoy       |
| At Large       | Tom Monson      |
| At Large       | Jason Munz      |
| At Large       | Shelly Pryse    |
| At Large       | Anna Sizer      |

### CV Regional Board

Theresa O'Neel (Chair)  
Ryan Iverson  
Randy Richter  
Hannah Walsh  
Melissa Wilson

### SCV Regional Advisory Committee

Carole Mottaz (Chair)  
Russ Blasius  
Kellene Burrows  
Cedric Ellingson  
Krista Paulus



# BOWL FOR KIDS' SAKE



**Bowl for Kids' Sake 2019; Superhero Squad was presented by Scheels. There were 916 bowlers on 197 teams, in 6 cities & who raised \$220,380! Please join us in thanking our sponsors:**

### Presenting Sponsor

- Scheels

### Event Sponsors

- AV Live Disc Jockeys
- BMO Harris
- Country Jam
- County Materials
- Gator Garb
- Iheart Media
- Kristo Orthodontics
- La Crosse Sign Group
- Metropolis / Action City
- Royal Construction
- Royal Credit Union
- WEAU
- WESTconsin Credit Union

### Alley Sponsors

- Aileron I.T.
- Bauer Built Inc
- Brian Sikes Photography
- Converge Radio
- DigiCopy
- Erbert and Gerbert's
- Group Health Cooperative of Eau Claire
- Larson Companies
- Mayo Clinic Health System
- Mogie's Pub
- Nor-Lake Inc
- Pizza Hut - Hudson
- Precision Pipeline
- Reilly Chiropractic
- River Valley Pediatric Dental Specialists
- Showtime Entertainment
- US Bank
- WNB Financial Bank
- Xcel Energy

### Lane Sponsors

- Acquisition Realty Development LLC
- American Legion-River Falls
- Baird Financial Advisors
- Charter Bank
- Clear Water Kiwanis
- Commonweal Development
- ConAgra
- EC Morning Rotary Club
- Edina Realty
- First National Bank of RF
- General Motors - U.A.W. Local 727
- Marshfield Clinic/Security Health Plan
- Menomonie Sunrise Rotary
- Morries Mazda
- EC Noon Rotary
- Northwest Pathways to Independence
- Orgel Wealth Management
- Powertex Group
- Prevea Health
- Ramones Ice Cream
- Rooney Properties
- Sacred Heart Hospital
- TL Sinz Plumbing
- Toppers Pizza - CF
- Trust Point
- Weld Riley, SC
- YMCA
- Citizens State Bank
- CliftonLarsonAllen
- Cray Cares
- Dunn Energy Co-Op
- Edward Jones -Tyson Lybeck
- Federal Foam Technologies
- First Nat'l Community Bank
- Great Northern Corporation
- Hovland's Inc
- Keyes Chevrolet
- Kiwanis Club of CF
- EC Kiwanis Club Early Risers
- Kiwanis Club of NR
- L&M Mail Service
- Lasker's
- Marine Credit Union
- Markin Mickelson Financial Group of Wells Fargo Advisors
- Mason Companies
- Midwest Dental
- Minuteman Press
- NWSF
- Optimum Therapies
- Rassbach Realty
- Rhom Construction
- River Hounds
- Stucky Chiropractic
- Telus
- The Presto Foundation
- Toppers Pizza - Clairemont
- Western Wisconsin Title
- Westfields Hospital
- Wipfli LLP
- Walmart Transportation

### Strike Sponsors

- Associated Bank - Hudson
- B & B Insurance Services
- Banbury Place
- Benck Mechanical
- Bernards Chrysler Dodge Jeep Ram
- Bridge Investment Group
- Carstar

### Pin Sponsors

- Air-tec
- Allied Dies
- American Solutions for Business
- Bauman Construction

- Big River Dirt Works
- Bremer Bank
- Close Harvesting
- County Market
- CV Electric Coop
- Edward Jones-Jason Englebretson
- Eir-Med
- Fitzgerald Lawn Care
- Freedom Estates
- Fresh and Natural
- Genuine Properties
- Homestead Veterinary Clinic
- JC Norby and Associates, Inc
- Johnson Motors
- Kiwanis of Hudson
- Landmark Company
- Legends Title Service
- M&S Home Solutions, LLC
- Marsh & McLennan Agency
- Marten Transport
- McDonough Manufacturing
- McNamee Real Estate
- Muddy Waters Bar and Grill
- Nordson EDI
- Oakleaf Surgical Hospital
- Oas-um Drywall & Plumbing
- Pechacek's General Contracting
- Plank Enterprises
- Schuler Agency
- Smiles in Motion
- Tammy Belisle/American Family Insurance
- The French Press
- Valley Cartage
- Valley Custom Cabinets
- Warrant Security
- Wild Ridge Golf Course
- WMG Waznik Moseler Group



# FINANCIAL REPORT

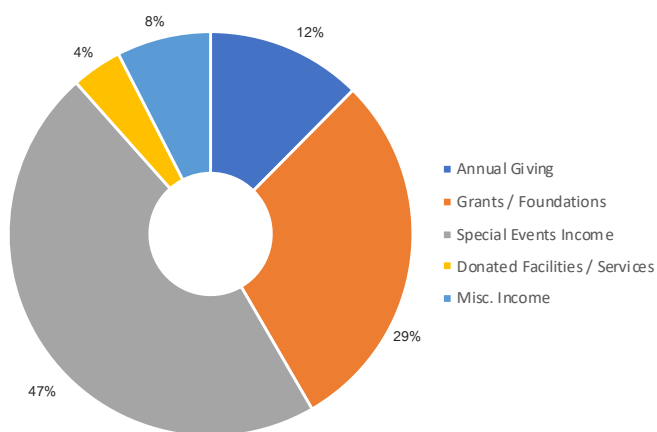
## Revenues

|                               |           |
|-------------------------------|-----------|
| Annual Giving                 | \$96,208  |
| Grants / Foundations          | \$226,227 |
| Special Events Income         | \$362,440 |
| Donated Facilities / Services | \$31,270  |
| Misc. Income                  | \$58,317  |

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Total Revenues **\$774,463**

## 2019 Revenues



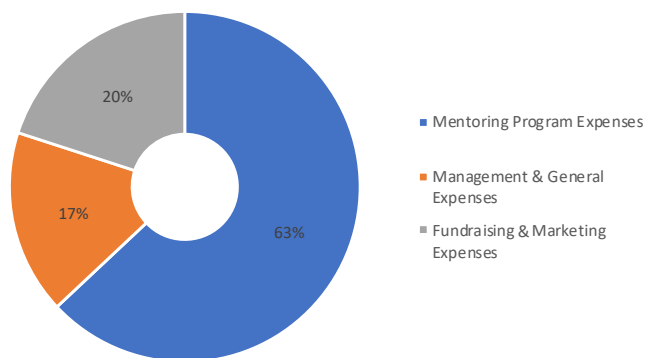
## Expenses

|                                |           |
|--------------------------------|-----------|
| Mentoring Program Expenses     | \$475,467 |
| Management & General Expenses  | \$128,300 |
| Fundraising/Marketing Expenses | \$150,942 |

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Total Expenses **\$754,709**

## 2019 Expenses



**\*93%**






of current Littles felt their BIG helped them improve their educational expectations!

\* According to Littles who responded to the 2019 BBBSNW Youth Outcome Survey



## 2019 MAJOR CORPORATE DONORS

Arnold and Lois Domer Foundation   Arrowhead Properties, LLC   BMO  
 Harris Bank   Charter Bank   Eau Claire Community Foundation   Fred C &  
 Katherine B Andersen Foundation   Greater Green Bay Community Foundation  
 JAMF Nation Global Foundation   Kohl's National Giving Program   Kristo  
 Orthodontics   Otto Bremer Foundation   Precision Pipeline, LLC   Richard  
 M Schulze Family Foundation   Royal Construction, Inc   Royal Credit Union  
 Scheels   Security Financial Bank   Sonnentag Foundation   United Way of  
 the Greater Chippewa Valley   Westconsin Credit Union

|  |   |   |  |
|--|---|---|--|
| <p><b>\$400</b></p> <p><b>Volunteer Recruitment</b><br/>Recruitment, training &amp; screening.</p>   |    | <p><b>\$100</b></p> <p><b>Child Safety</b><br/>Background checks, fingerprinting &amp; reference checks for one potential Big.</p>  |  <p><b>\$100</b></p> <p><b>Printed Materials</b><br/>Used for recruitment &amp; training.</p> |
|  <p><b>\$50</b></p> <p><b>Match Introductions</b><br/>The powerful moment when Little meets Big for the first time!</p> | <p><b>\$850</b></p> <p><b>Match Support</b><br/>One Community-Based Match for 6 months.</p>  |  <p><b>\$1,500</b></p> <p><b>An Entire Year</b><br/>Relationship building, thoughtful mentoring &amp; defending potential.<br/>One Community-Based Match for 12 months.</p> |  |



# BY THE NUMBERS



Kids Served: **325**

Mentors: **332**

CHILD DEMOGRAPHICS:

Gender:  
**54%** Boys  
**46%** Girls

MENTOR DEMOGRAPHICS:

Gender:  
**72%** Women  
**28%** Men

Ethnicity:  
**26%** Non-White  
**74%** White

Ethnicity:  
**7%** Non-White  
**93%** White

Age of Kids Served: **6-18**

Couple Matches: **7**

## Average Match Length:

Community Based:  
**35.2 Months**

Site Based:  
**18.9 Months**





The 2019 Annual Gala was held at Florian Gardens on November 8th, 2019 to a crowd of 253 attendees. Tyler Mickelson from WEAU returned to emcee the event. During the evening we honored two-time Big and former board member, Vicki Seltun as the 'Big of the Year' and awarded our past board President, Tim Olson, with the John Kell Making a Difference Award. Proceeds from sponsorship, attendees, and pledges totaled \$84,408 and contributed to an amazing event!



Join us for the 2020 Gala when we move to a new venue, the Halls of the Lismore, on **November 6th, 2020.**

Visit [bbbsnw.org/gala](http://bbbsnw.org/gala) for updates and more info.





# Janet E. Proctor

## LEGACY SCHOLARSHIP

For 34 years, Janet Proctor served as the backbone of child safety and youth mentorship programming for Big Brothers Big Sisters of Northwestern Wisconsin. Her enduring commitment to bridging the children of our community with positive adult role models serves as inspiration that better is possible. As former Program Director for Big Brothers Big Sisters she utilized her extensive knowledge of juvenile justice and social work to establish the agency as a thought-leader in youth mentorship.

Each year, the Janet E. Proctor Legacy Scholarship is awarded to one or more mentee or "Little" who previously participated in the Big Brothers Big Sisters community-based or site-based program. Former Littles, with current or pending enrollment at an accredited institution of higher education, are encouraged to apply this scholarship which awards a minimum \$1,000 annually to eligible applicants. The scholarship funds are paid directly to the designated school of enrollment to offset the cost of tuition, fees or books.

Big Brothers Big Sisters is dedicated to changing the lives of children who face adversity. We are proud to be able to support the endeavors of former littles that once thought higher education was not possible. In 2019, our scholarship selection committee was pleased to award seven stipends to the following former littles:

**Joey Jaworski, Mackenzie Kroll, Carissa LaBarge, Austin Schwiesow, Jolea Tarbox, Annabelle Vikingson, & Nou Vang**

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*Congratulations and best of luck in your future endeavors!*

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**Thank you to the Donors Past & present of the Janet Proctor Legacy Scholarship:**

Koehn Family Fund of the Community Foundation of Chippewa County

Kristo Orthodontics

Tim & Carol Olson

Guelzow Law

Herrick & Hart



# 2019 BIG OF THE YEAR Vicki Seltun

## EMPOWERING POTENTIAL

When Big Brothers Big Sisters recruits mentors, we ask for volunteers to commit to one year with a child. Most make it a few years; which is impactful. When a volunteer is **matched twice spanning a 25-year period**, that's a cause for celebration! Vicki Seltun has truly made our vision, that all youth achieve their full potential, part of her personal mission. We couldn't be more pleased to name her the 2019 Big of the Year.

Vicki moved to the area in 1994 from the Twin Cities and had a notion of what we do already. She was looking for ways to get involved in her community and decided she could **spend an hour per week with a child**. Her first Little Sister, Noel, was a 9-year-old in need of an extra friend. Vicki would meet with her to craft, help her with homework, or just



Noel & her family

watch movies. Seeing the impact first hand, Vicki doubled down on her involvement with Big Brothers Big Sisters. She joined the Executive Board in 1996, serving as VP and legal counsel. Vicki stuck with their match even after giving birth to her daughter; putting in time for regular get togethers. When Noel was the first in her family to graduate High School, they made the commitment to remain lifelong friends. She also recommitted to a new match, this time with 7 year old Nakia.

Nakia's home life was unstable to say the least. In the time they were matched, Nakia recollects living in about 10 different places. Each move brought a new set of challenges for them to get together but they made it work. When asked about her match, Nakia thoughtfully paused then responded:

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***"We ended up being **perfectly matched** because there were people who took the time to make sure we were a good fit."***

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You can see how well they fit because of how much Vicki and Nakia did together. They were a regular fixture at BBBS events, loved to craft and recall seeing at least 200 movies together. They enjoyed going to exotic pet shows, watching show choir competitions and bowling. Nakia credits her match with Vicki to opening doors to new experiences. That includes seeing her first concert at age 15, the Black Veil Brides, a metal show in St. Paul. Vicki recalled it fondly as well, though she remembers laughing and joking with the parents of other chaperoned teenagers in attendance about whether they would ever be able to hear again after the concert! When Nakia graduated high school, it was bittersweet. Though their match had to close, Nakia wouldn't be too far away at college. Vicki still sits on our Executive Committee and still gets together with her Little Sisters. Noel is now raising a family of her own. Nakia is studying early childhood education, is the first in her family to attend college, and looks forward to being **a positive force in children's lives for years to come**.

