

RE

SIL

IENCE



Big Brothers Big Sisters of Northwestern Wisconsin
2020 ANNUAL REPORT



CEO's LETTER

To our Big Brothers Big Sisters Community,

In 2020, as we all found ourselves socially distant and isolated from networks of support, "resilience" became more than a concept. Resilience was something we lived, breathed, and passed on to our community at every turn. Our 48 years of history has taught us that a caring and positive adult is powerful in the life of a child -- even from a distance. Our mission, to ignite the power and promise of youth, starts by serving our families. To ensure that each match could continue to benefit from mentoring, we adapted new virtual means; offsetting the crippling isolation that children faced due to COVID-19.

While we maintained a focus on creating new matches, it was our relentless pursuit of keeping kids connected that served as our rallying cry for 2020. We did just that. We poured our efforts as a remote workforce to make sure that the distance was overshadowed by meaningful connections between a "Little" and a "Big".

Amidst the pandemic our children reported:

- 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

As we take on the challenges of 2021, we will embody the same resilience that our children and families have shown. We are committed to working collaboratively with our network of community supporters to ensure that each of our Littles continues to grow within their match. Equally, we will continue to engage children waiting to be matched to ensure that they have an opportunity to have their lives changed through mentoring.

Thank you to all of you that make mentoring possible, we surely could not create such impact without your support. From all of us at Big Brothers Big Sisters of Northwestern Wisconsin, thank you for believing in **our vision that all children achieve their full potential.**

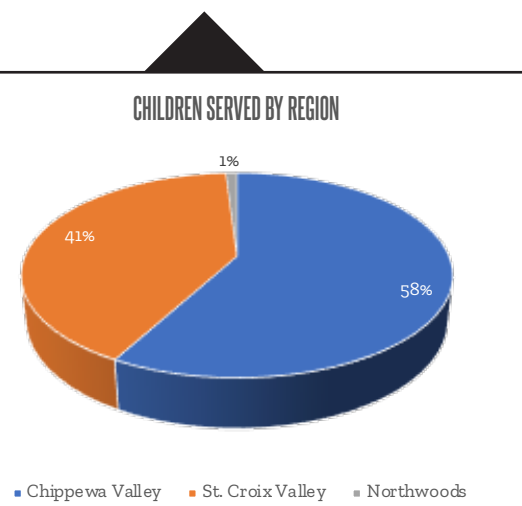


Wesley Escondo, CEO

266 CHILDREN SERVED IN 2020

Community-Based
68% of Matches
Average Match Length of 27.3 Mo.

Site-Based
32% of Matches
Average Match Length of 25.5 Mo.




STAFF & BOARD

2020 STAFF

Jason Anderson	Sporting World Store Manager
Nicole Anderson	Program Director
Molly Bolks	Program Specialist CVSB
Maia Bomar	Program Specialist
Savannah Caturia	Volunteer Recruitment Intern
Logan Cieslewicz	Customer Relations Specialist
Teri-Gene Conlin	Development Director
Aly Ells	Marketing & PR Intern
Wesley Escondo	CEO
Cherity Germain	Office Manager
Kathy Gjesfeld	Match Support CV
Kayla Gutteter	Match Support Specialist SCV
Robin Hundt	Program Specialist
Drew Kaiser	Marketing Manager
Mackenzie Kapral	Development & Marketing Intern
Emily Keith	Marketing & PR Intern
Kailah Kloes	Special Events Intern
Samantha Kroll	Special Events Intern
Stephanie LaBarge	CB Enrollment and Matching CV
LeAnna LeMire-Gleason	Regional Events Coordinator SCV
Aaron Mader	Quality Assurance Specialist
Melissa Morse	Customer Relations Specialist
Anja Nygaard	Customer Relations Specialist
Brandon Richards	IT Volunteer
Alyson Sauter	Program Manager SCV
Nate Schorr	Program Manager SCV

Executive Board of Directors

President	Clint Markin
Past President	Paul Rudersdorf
1st VP	Dawn Yarrington
2nd VP/Legal	Lindsey Minser
Treasurer	Tracy Bush
Secretary	Mark Miller
CVRB Chair	Theresa O'Neel
SCVRB Chair	Carole Mottaz
At Large	Bob McCoy
At Large	Tom Monson
At Large	Jason Munz
At Large	Tim Olson
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

WHEN COMPARED TO THEIR
NON-MENTORED PEERS,
LITTLES REPORT:



SET HIGHER GOALS





This event was originally slated to be held in person with a Wild, Wild West theme but had to pivot with the onset of COVID-19. Thank you to our sponsors for helping to start Bowl For Kids' Sake in the right direction!



We adapted this, our largest event, into a virtual model; thus was born BFKS 2.0. Participants were given a series of fundraising challenges with different prizes for each, as well as online activities to participate in. We still had a costume contest and got to bowl (albeit on a video game system) Thanks to the dedication of our supporters, Bowl For Kids' Sake 2020 was able to raise **\$123,556**



BFKS

Presenting Sponsor

- Scheels

Event Sponsors

- BMO Harris
- County Materials
- Gator Garb
- iheart media
- Kristo Orthodontics
- Metropolis / Action City
- Nagios
- Royal Credit Union
- WEAU

Alley Sponsors

- Acquisition Realty Development LLC
- Aileron I.T.
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- Broadway Bowl
- DigiCopy
- Erbert and Gerbert's
- Falls Bowl
- Group Health Cooperative of Eau Claire
- JC Norby & Associates Inc
- Larson Companies
- Mayo Clinic Health System
- Mega Coop
- Mogie's
- Pizza Hut-Hudson
- Precision Pipeline
- Prevea Health
- Royal Construction
- Security Financial Bank
- St. Croix Sailing School
- US Bank
- Wagner's Lanes
- WNB Financial Bank
- Xcel Energy

Lane Sponsors

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- Clear Water Kiwanis
- Commonweal Development
- Indianhead Kiwanis Club
- Keyes Chevrolet
- Laptop Chips Inc
- Marshfield Clinic/Security Health Plan
- Mason Companies
- Morries Mazda
- Northwest Pathways to Independence
- Orgel Wealth Management

- Rooney Properites
- Sacred Heart Hospital
- Toppers Pizza-Chippewa Falls
- Trust Point
- Weld Riley
- YMCA Camp du Nord

Strike Sponsors

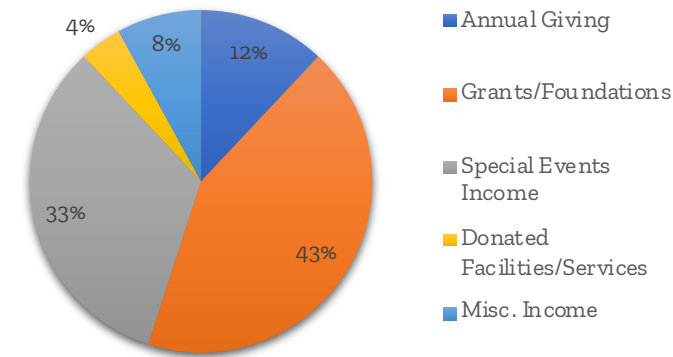
- American Legion-River Falls
- Banbury Place
- Benedict Refrigeration
- Bernards Chrysler Dodge Jeep Ram
- Chemceed
- Citizens State Bank
- CliftonLarsonAllen
- Dunn Energy Co-Op
- Fitzgerald Lawn Care
- Hovland's Inc
- Kiwanis Club of Chippewa Falls
- Kiwanis Club of New Richmond
- L&M Mail Service
- Markin Mickelson Financial Group of Wells Fargo Advisors
- Menomonie Sunrise Rotary
- Noon Rotary
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- Stucky Chiropractic
- The Presto Foundation
- Walmart Dist
- Western Wisconsin Title Services
- Wipfli LLP

Pin Sponsors

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- Bauman Construction
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- Carstar
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- ITW Deltar
- Marten Transport
- Nordson EDI
- Pechacek's General Contracting
- Tammy Belisle American Family Insurance
- Valley Orthodontics
- Vets Plus



2020 REVENUES



Revenues

Annual Giving	\$82,940
Grants / Foundations	\$310,755
Special Events Income	\$237,242
Donated Facilities / Services	\$28,620
Misc. Income	\$55,855
Total Revenues	\$715,412

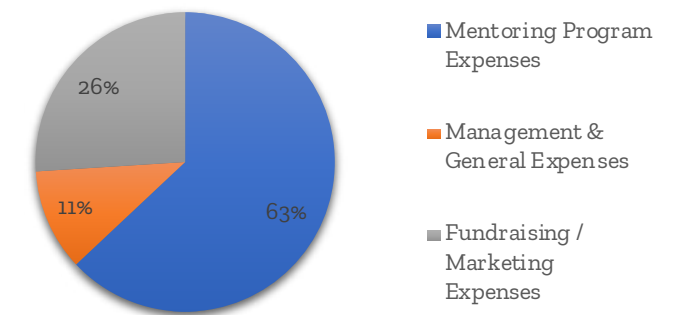


FINANCIAL REPORT

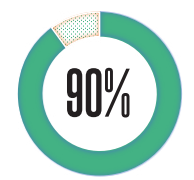
Expenses

Mentoring Program Expenses	\$413,376
Management & General Expenses	\$72,176
Fundraising/Marketing Expenses	\$170,600
Total Expenses	\$656,152

2020 EXPENSES



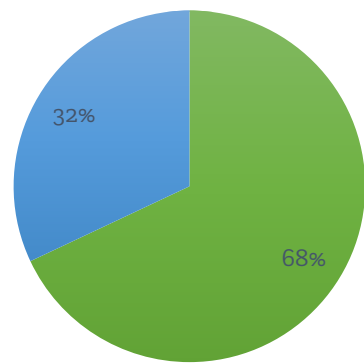
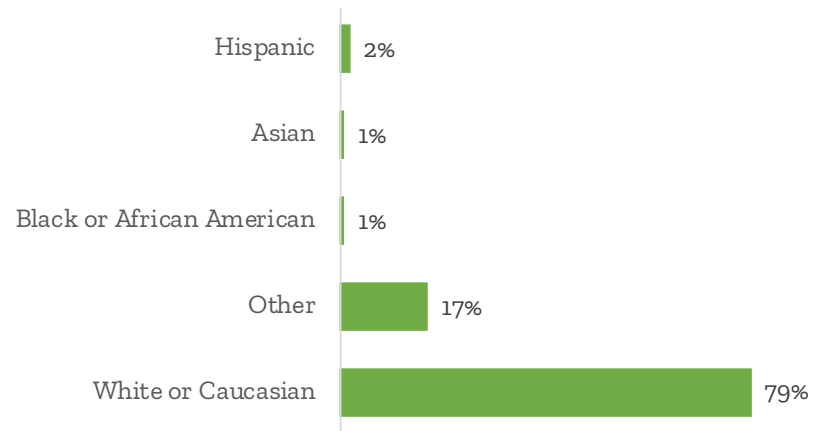
WHEN COMPARED TO THEIR NON-MENTORED PEERS, LITTLES REPORT:



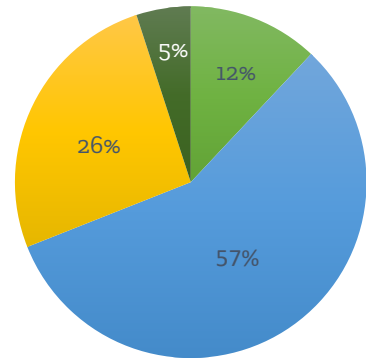
FELT BETTER ABOUT THEMSELVES



BIGs BY THE NUMBERS



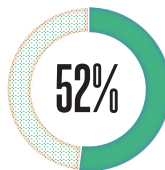
Female: Male:



16-20: 21-40 41-65: 65+:

273 Bigs
7 Couples Matches

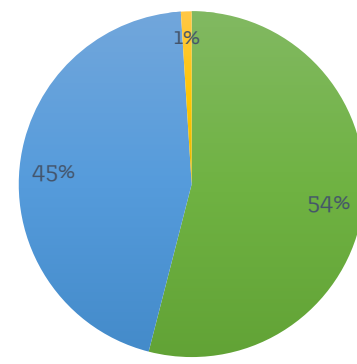
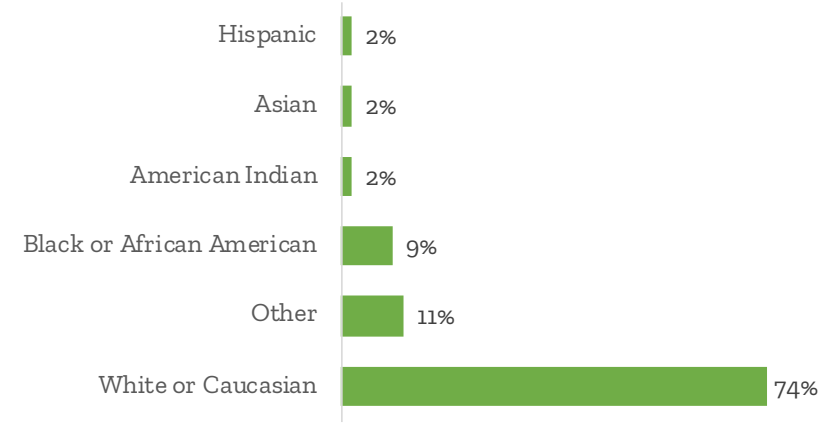
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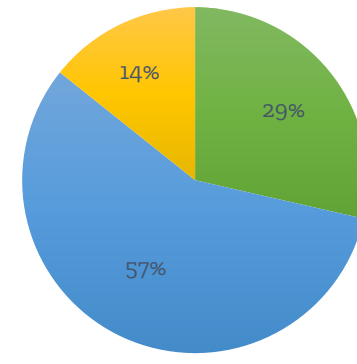
LESS LIKELY TO SKIP SCHOOL



KIDs BY THE NUMBERS



Female: Male: Other:



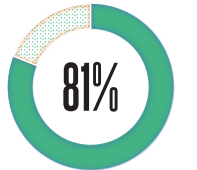
6-10: 11-15: 16-18:

266 Littles

24%

of Littles report a
parent currently or
previously incarcerated.

WHEN COMPARED TO THEIR
NON-MENTORED PEERS,
LITTLES REPORT:



THOUGHT MORE WAS POSSIBLE IN LIFE



ANNUAL GALA



The 2020 Annual Gala was slated for November 6 as a hybrid; in-person & live-streamed event. Due to circumstances beyond our control, the event pivoted at the last minute to be held solely as a live stream. That didn't slow us down thanks to the support of the Paragon platform and Volume One video production.

Longtime supporter and former board member, Carole Mottaz was our Kell award winner. She worked building relationships in River Falls and championing our used sporting goods store, Sporting World, were among the many reason she was recognized for making a BIG difference. We were entertained by the musical styling of Barron, WI native, Chris Kroeze. We also got to learn more about our Big of the Year, Kari Loomis (you can find her story on the back page of this report) With all of the uncerainly and last-minute changes, the event still gathered **\$70,626** in support!



MAJOR DONORS

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GREATER CHIPPEWA VALLEY EAU CLAIRE COMMUNITY FOUNDATION **SONNENTAG FOUNDATION**
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 OF EAU CLAIRE **BUFFALO COUNTY SCHEELS** **TIM & CAROL OLSON** **INSPIRE FOUNDATION**



LEGACY



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.

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

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 2020, our scholarship selection committee was pleased to award four stipends to the following former littles:

Cymone Hodges, Mackenzie Kroll, Austin Krueger, & Carissa LaBarge
Congratulations and best of luck in your future endeavors!





With normalcy hard to come by in 2020, our Bigs have become a life raft for our Littles to stay connected. We prepare our volunteers to navigate the adversity that our Littles face and provide them a soft place to fall when needed. All of our Bigs have stepped up in ways we would have never imagined a year ago. We've learned together to adapt to virtual get-togethers, physically distanced activities, and some have even reverted to classic snail-mail pen pal tactics. But when our program team reflected on the previous year, one Big Sister stood out as our obvious Big of the Year.

Kari Loomis is a two-time Big Sister of seven years. She first joined our program with her husband Todd as a couple's match. Their Little Brother, Eddie got the full support of this loving couple. They spent many nights at Taco Johns talking over Potato Oles and drawing. Kari remembers making a card with him that was chosen to be the agency's annual thank you card. When Eddie's mother remarried and life changed, their match ended but their friendship continues as they still stay in contact.

Shortly after Kari's match closure, a child was referred to us in Pepin County, an area we don't normally serve, but Kari seemed like a good fit. 10-year-old Katelyn lived with her mother who was struggling. Their social worker suggested Katelyn be enrolled in BBBS. At the time she reported liking to collect rocks, fairies, art & slime. Kari wasn't sure she shared these interests, but they found plenty of common ground. Collecting rocks was really a desire to spend time outside and has led to their shared passion for geocaching. Plus Kari has even enjoyed making, what some may consider, a ridiculous quantity of slime.

When asked about their relationship, Katelyn said, **"I look up to her a lot, she's amazing!"**

All of the good times that built their friendship had prepared them for the hardship that would start at the end of 2019 when Katelyn's mother passed away. Katelyn was placed with a wonderful foster family but still it was an incredibly challenging time for this 13-year-old. Kari has been able to be a resource for the family and provides some much needed stability. Kari feels proud of how Katelyn has remained "so incredibly positive" and handled life's challenges with grace; even thriving in the face of adversity. They talk constantly and this Spring switched to using Facetime to stay connected.

A few months back they were reflecting on their relationship. Katelyn mentioned that at first, she was afraid to have a friendship with Kari. Kari was taken aback and asked, "Why? Did you feel unsafe with me?" Katelyn explained that she wasn't afraid of Kari, she was afraid of losing her if they got too close. Katelyn needed Kari the most after the death of her mother and Kari was there for her. Katelyn now knows Kari is her friend for life.

