

# QUALITY, EXPERIENCE & RELATIONSHIPS



Big Brothers Big Sisters of Northwestern Wisconsin  
**2021 ANNUAL REPORT**



To our Big Brothers Big Sisters Community,

2021 proved to be a year of continued resilience for the children we serve, their families, and those within our beloved agency. To watch children continue to thrive and make advancements by spending time with a positive adult role model has served as the inspiration to which we operate. 2021 also made evident the need to focus on quality, experience and relationships. In response, our Board of Directors crafted a new 3-year Strategic Plan that focuses on strengthening those specific areas.

While the pains of a global pandemic still linger in the lives of our Littles, we are confident in the value that our child participants continue to see in the matches they participate in.

- 97.1% of Littles say their Big is very important to them

While new volunteers are asked to commit to their match for 12 months, we are extremely proud to report that our Community-Based matches have an average match length of 32.4 months.

As we look to our efforts in 2022, we will never lose sight of our primary impact areas; Avoidance of Risky Behavior, Educational Attainment, and Social Emotional Health. We also look forward to advancing the amazing community partnerships that make mentoring possible.

A big thank you to all of our generous supporters that power our mentoring programs throughout Northwestern Wisconsin. We surely could not achieve as much as we do without your gracious support.

Sincerely,



Wesley Escondo, CEO



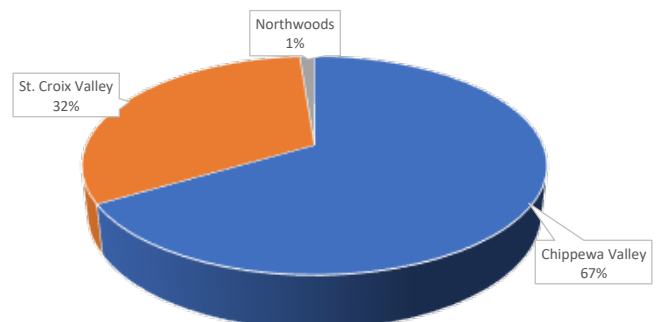
## 245 CHILDREN SERVED

### Community-Based - 212

Average Match Length of 32.4 Mo.

### Site-Based - 33

Average Match Length of 25.9 Mo.





## 2021 STAFF

- Jason** Anderson - *Sporting World Manager*
- Nicole** Anderson - *Program Director*
- Maia** Bomar - *Program Specialist*
- Teri-Gene** Conlin - *Development Director*
- Julie** Dorshorst - *Program Director*
- Kortney** Drake - *MS Specialist*
- Wesley** Escondo - *CEO*
- Cherity** Germain - *Office Manger*
- Kathy** Gjesfeld - *MS Specialist*
- Angie** Glodowski - *Quality Assurance Auditor*
- Nicole** Grobe - *MS Specialist*
- Kayla** Gutteter - *MS Specialist*
- Abi** Jackson - *MS Specialist*
- Drew** Kaiser - *Marketing Manager*
- Jolynn** Kenney - *Enrollment Specialist*
- Aaron** Mader - *Quality Assurance Auditor*
- Laura** Reed - *Enrollment Specialist*
- Brandon** Richards - *IT Volunteer*
- Alyson** Sauter - *Program Specialist*
- Alyssa** Shock - *Special Events Intern*
- Rae** Tompson - *Enrollment Specialist/CR Special Projects*

## 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 Zirbel
SCVRB Chair	Vacant
At Large	Tom Monson
At Large	Jason Munz
At Large	Tim Olson
At Large	Shelly Pryse
At Large	Scott Rannila
At Large	Chief Matt Rokus
At Large	Patrick Sullivan
At Large	Jeffrey Tucker

## CV Regional Board

- Theresa Zirbel (Chair)
- Brian Gobler
- Ryan Iverson
- Randy Richter
- Hannah Walsh
- Melissa Koontz

## SCV Regional Advisory Committee

- Russ Blasius
- Kellene Burrows
- Cedric Ellingson
- Krista Paulus

## ETHNICITIES OF OUR LITTLES





With a lack of large gatherings over the past few years, our recruitment strategy has focused more on identifying employers who are able to spotlight our needs. It is especially serendipitous then, that our 2021 Big of the Year originally learned about our need for mentors through her employer, Market & Johnson. Since 2008, Vergene Knudson has, twice, been a Big Sister. In early 2012, Vergene was matched with Kodie, her second & current little. Originally, their connection was based on crafts and baking, or as Vergene put it, "girl stuff." One of Kodie's fondest memories was joining Vergene and her family on a girls weekend where Vergene taught Kodie how to sew. They've formed a deeper connection through their shared passion for giving back; volunteering together at the Community Table, Feed My People, the Bloomer Triathlon, and elsewhere. Their shared faith has brought them close and Vergene has volunteered at Kodie's church too!

*"We go into Big Brothers Big Sisters as a volunteer thinking we're going to be giving something and the truth is, we take out as much, if not more than when we started." -Vergene*

They've spent countless holidays together, eventually creating a tradition of gift exchange and dinner. They have experienced joy, laughter, loss and tears together. Vergene loves going on the go-carts at Action City because it gets her out of her comfort zone. Sometimes play is what soothes the soul. With all the highs and lows, she thinks that sometimes the best part of their match is simply to grab a bite to eat and catch up.

In addition to being a Big Sister, Vergene is also a long-time Big/Little Activity Committee member who assists in the creation of events and activities for our matches to participate in. When we have



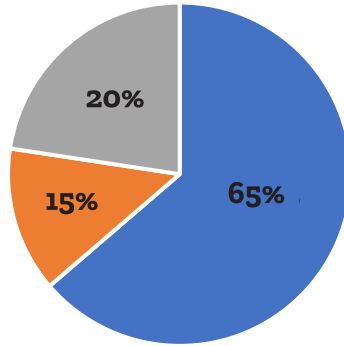
a Big/Little activity, you will see Vergene and Kodie there participating and often volunteering too! Kodie was asked to give her 8 year old self some advice for their match. Her response was, "Be ready for a lot of adventures!"

In January of 2022, Vergene and Kodie will celebrate 10 years together. And there is no doubt that their friendship will remain strong and their lives will stay connected. At the start of their friendship, Vergene had one grandchild. She now has seven and Kodie has met them all. They've been through it all or as Vergene put it, "That's life together, right?"





# REPORTING



- Mentoring Program Expense
- Management and General Expense
- Fundraising & Marketing Expense

Total Revenue: \$872,576  
 Total Expenses: \$621,172  


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 Net: **\$251,404**

## OUR LITTLES ARE:

- 6-10 y/o: **18%**
- 11-14 y/o: **46%**
- 15-19 y/o: **36%**
  
- Female: **52%**
- Male: **46%**
- Other: **2%**

According to our 2021 Youth Outcomes Surveys (YOS)  
 our Littles responded they often or sometimes

- Felt alone 27%
- Felt lonely 28.10%
- Felt sad 37.50%
- Felt unhappy 35.10%



*Janet E. Proctor*  
**LEGACY SCHOLARSHIP**

**Congratulations to our 2021 recipients!**

*These former Littles are reaching for higher education:*

**Carissa LaBarge, Mackenzie Kroll, & Serena Turnmire**

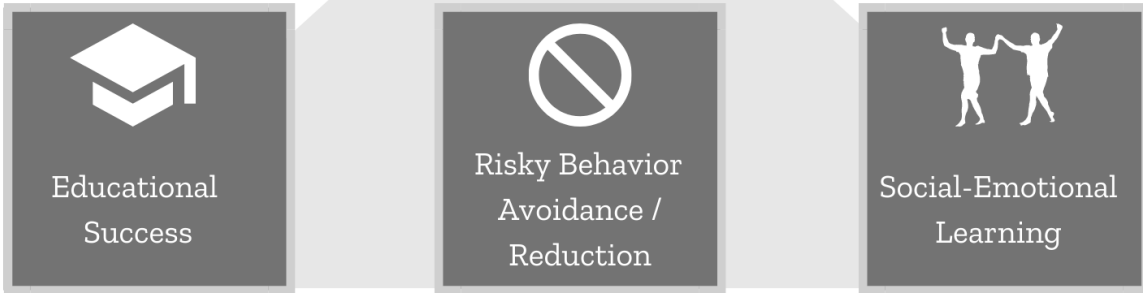
If you would like to know how to support the Janet E. Proctor Legacy Scholarship contact our office at 715-835-0161 or email [scholarships@bbbsnw.org](mailto:scholarships@bbbsnw.org).



# SERVICE DELIVERY MODEL



## OUTCOME AREAS



## YOUTH AND CHILD OUTCOMES SURVEY MEASURES

