

QUALITY, EXPERIENCE & RELATIONSHIPS



Big Brothers Big Sisters of Northwestern Wisconsin
2022 ANNUAL REPORT



To our Big Brothers Big Sisters Community,

2022 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. 2022 continued to show us the need to focus on quality, experience, & relationships. Our staff & Board of Directors remained steadfast to the three 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.

- 95% 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 28.1 months.

As we look to our efforts in 2023, 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



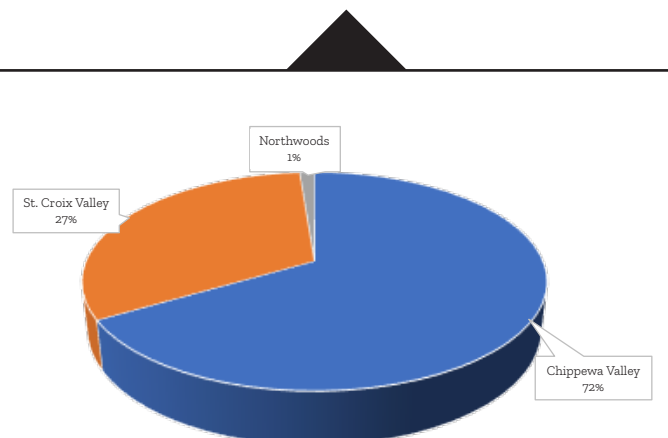
233 CHILDREN SERVED

Community-Based - 197

Average Match Length of 28.1 Mo.

Site-Based - 36

Average Match Length of 20.6 Mo.





PEOPLE POWER

2022 STAFF

- Jason** Anderson - *Sporting World Manager*
- Kelly** Culshaw - *Match Support Specialist*
- Julie** Dorshorst - *Program Director / QA Auditor*
- Wesley** Escondo - *CEO*
- Cherity** Germain - *Office Manger*
- Kathy** Gjesfeld - *Match Support Specialist*
- Nicole** Grobe - *Match Support Specialist*
- Abi** Jackson - *Match Support Specialist*
- Laura** Jurik - *Enrollment Specialist*
- Drew** Kaiser - *Marketing Manager*
- Kristin** Karnes-Frederickson - *Program Director*
- Gretta** Peterson - *Match Support Specialist*
- Morgan** Rahm - *Special Events Specialist*
- Laura** Reed - *Enrollment Specialist*
- Brandon** Richards - *IT Volunteer*
- Halle** Smith - *Fundraising Event Helper*
- Madison** Stauffer - *Development & Marketing Intern*
- Rae** Tompson - *CR Special Projects*
- Chee** Vang - *Marketing & Communication Specialist*
- Rillie** Zwiefelhofer - *Development Manager*

Executive Board of Directors

President	Dawn Yarrington
Past President	Clint Markin
1st VP	Jason Munz
2nd VP/Legal	Lindsey Minser
Treasurer	Tracy Bush
Secretary	Mark Miller
CVRB Chair	Theresa Zirbel
SCVRB Chair	Vacant
At Large	Tom Monson
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



DR. KEN ADLER



**BIG OF THE
YEAR**

Dr. Ken Adler is a two-time Big Brother who has been involved with Big Brothers Big Sisters of Northwestern Wisconsin for over a decade. In 2011, Ken began his friendship with his first Little, Nate. Their relationship could be best described as 'very active.' Dr. Adler and Nate spent time being physical with activities that included snorkeling, ice skating, hiking, and racquetball to name a few. The strength of their match stemmed from their common interests in building things and being outdoors but grew into a strong emotional bond.

When asked about Ken, Nate said he enjoyed how enthusiastic Ken was about his interests and their shared passions. There was no doubt that Nate felt a sense of belonging during the times he spent with Ken

Nate's mother, Jessica, when reflecting on their relationship felt that Ken showed Nate what was possible and made him want to do better.



All matches experience ups and down, for Nate and Ken, they too worked together to deal with adversity with school and risky behaviors. However, Ken remained a positive role model for Nate for nearly 6 years.

In 2017, Ken graciously became a Big Brother for the second time when he was matched with Jean. Jean's first impressions of Ken were that he was "energetic and kind". Jean really liked that Ken "likes to do a lot of things I can't do".

Amongst the many activities that Ken and Jean have done together, fishing and paddle boarding was the very first outing. Since then, this pair has enjoyed activities such as roller skating, archery, sledding, skiing, and volunteering.

When asked about his match with Jean, Ken described it as a positive one that makes conversation amongst the two very easy.

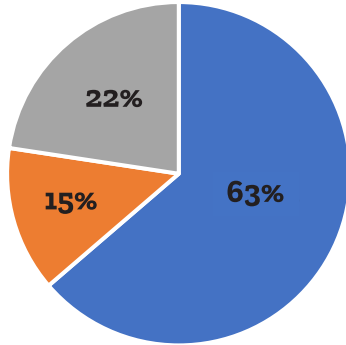
While the goals of one-to-one mentoring focus on creating impact on a child, there is no doubt that the two Littles that Ken has had the opportunity to know, have made an equally powerful impact in his life as well. Please join us in congratulating Dr. Ken Adler as the 2022 Big of the Year!

If you, or someone you know, would like to start a new friendship that benefits the youth of our community, visit [bbbsnw.org/become-a-big](https://www.bbbsnw.org/become-a-big) to find out more!





REPORTING



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

Total Revenue: \$870,192
 Total Expenses: \$712,067
 Net: **\$158,125**

OUR LITTLES ARE:

6-10 y/o: 22%	Female: 51%
11-14 y/o: 46%	Male: 47%
15-19 y/o: 32%	Other: 2%

OUR AGENCY THROUGH THE YEARS

1972 Tom Barland and Jerry Aubry initiated the formation of the Eau Claire Kinsman

1972



1974

Hired first staff; Melva Hisrich

Started the affiliate process to become **Big Brothers Big Sisters of Eau Claire County**

1992



1997

Expanded to serve Chippewa & Dunn Counties and changed name to **Big Brothers Big Sisters of the Chippewa Valley**

Expanded once more to serve St. Croix and Pierce Counties and changed name to **Big Brothers Big Sisters of Northwestern Wisconsin**

2000



Start Something.

2013

Added the Northwoods Territory to serve Oneida, Price, Taylor, & Vilas Counties.

Began Serving Mondovi

2019

**TOGETHER,
WE ARE DEFENDERS
OF POTENTIAL**

2022

Celebrating 50 years of friendships!



Congratulations to our 2022 recipients!

These former Littles are reaching for higher education:

**Zander Babcock,
Mackenzie Kroll
& Serena Turnmire**

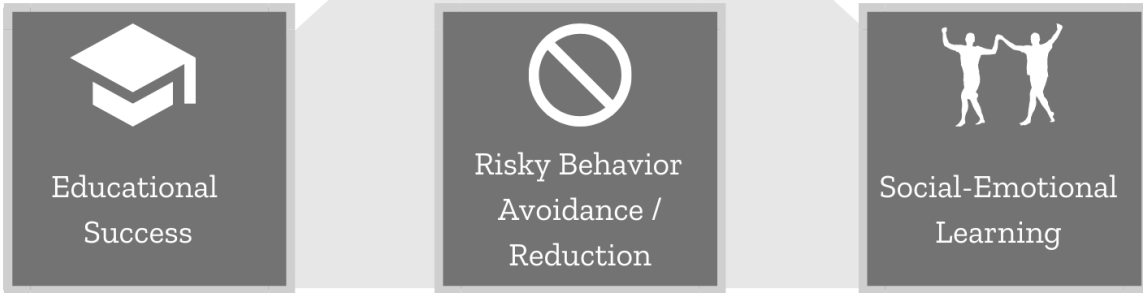
If you would like to know how to support the Janet E. Proctor Legacy Scholarship contact our office at 715-835-0161 or email scholarships@bbbsnw.org.



SERVICE DELIVERY MODEL



OUTCOME AREAS



YOUTH AND CHILD OUTCOMES SURVEY MEASURES

