



Big Brothers Big Sisters
of Eastern Missouri

THE PROMISE FUND

Since 1914, Big Brothers Big Sisters of Eastern Missouri has worked to deliver on one promise: **We'll Be There[®]** to support, guide, coach, encourage, interrupt, redirect, and so much more.

Our goal is ensuring that young people grow up with the love and support of caring and consistent adults, which includes access to proven educational and other essential supports.

Young people growing up in isolated and compromised environments often struggle in school, and are ultimately denied a chance at living a long, productive, joyful life. Too many join the next generation of adults who are unemployed, incarcerated, and/or dependent on various forms of public assistance.

Individual, corporate, and foundation investments are essential. A contribution to The Promise Fund represents a commitment and determination to changing the way young people grow up in Eastern Missouri.

2018 Fund Raising Goal
\$4,843,000

4 BIG PRIORITIES

1 SUSTAIN 1,800+ ACTIVE MENTORING RELATIONSHIPS (TOTALING OVER 5,600 INDIVIDUALS DAILY) **\$2,068,000**

Making a match is one thing; sustaining it and making a positive impact is another. Big Brothers Big Sisters of Eastern Missouri has historically supported the longest-lasting relationships in the country – *that's a big deal!*

Fund existing program staff dedicated to supporting our Bigs, Littles ages 5-25, and families 24 hours a day, 365 days a year. They ensure that relationships grow in a healthy, safe way; and that Little Brothers and Little Sisters are performing successfully – as measured by the ABCs (Attendance, Behavior, Course Performance) – in reading and math.

Support the launch of the **Donald L. Wolff Academy**. Our initial efforts will focus on offering training opportunities to our Board of Directors, staff, Big Brothers, Big Sisters, youth, and parents.

2 MAKE 600 NEW, QUALITY MATCHES **\$840,000**

Every day, over 1,000 young people, ages 5-17, wait for a Big Brother or Big Sister, and 100+ parents request our service every month. To reach our goal of making 600 new matches, we need to increase our volunteer recruitment capacity by 18% (1,300 applications).

Fund volunteer recruitment staff who meet face-to-face with potential volunteers.

Develop marketing and storytelling efforts aimed at reaching new and larger audiences.

Fund program staff responsible for screening volunteers, enrolling Littles and their families, and creating matches **built to last**.

SPECIAL MATCHING INITIATIVES:

Expand Bigs In Blue \$100,000

Created almost 10 years ago in partnership with the St. Louis Metropolitan Police Department, we are expanding the program's reach, understanding the power

our relationships offer in strengthening trust between law enforcement, young people, families, and communities.

Fund the creation and sustainability of 50 Bigs in Blue mentoring relationships; customize Bigs in Blue marketing materials; host volunteer recruitment and appreciation events.

Launch Young Leaders Program, Region-Wide \$200,000

Hundreds of high school students are eager to be paired with college and adult mentors. They want to better understand their higher education and career options, and prepare now for a brighter future.

Fund the creation and sustainability of 100 Young Leader mentoring relationships including participation in college and career preparation activities (i.e. college tours and overnights, leadership and work force development training, internships, career discovery and travel). All graduating Little Brothers and Little Sisters will receive intense support from our Big Futures team in their post-secondary years, including identifying and applying for financial aid and scholarships.

3 Celebrate Bigs, Littles, and Families \$40,000

Our annual celebration dinner, The Big Event, is unique. It is an evening set aside each year to (1) appreciate Big Brothers and Big Sisters who volunteer thousands of hours annually to meet the needs of deserving young people; (2) celebrate Little Brothers and Little Sisters' many accomplishments, including high school graduation; (3) thank parents for placing their trust in our agency and partnering fully and actively with us; and (4) inspire our community to take action to serve the 1,000 young people on our waiting list.

Fund the inspirational speaker, meals, entertainment, awards, transportation, videos, and pre- and post-event storytelling in print and social media. Attendance estimated at 700 guests at The Sheldon Concert Hall in Grand Center Arts District.

4 Improve Student Outcomes in ABCToday Schools \$240,000

America's Promise Grad Nation Report, co-authored by Civic Enterprises and Everyone Graduates Center, offers five recommendations to increase high school graduation rates. One recommendation specifically and directly validates ABCToday – a Big Brothers Big Sisters of Eastern Missouri innovation – recognized by The White House, U.S. Department of Education, and American Association of State Colleges and Universities.

Recommendations:

- **Create evidence-based plans to improve low-graduation-rate high schools***. States and school districts should adopt evidence-based practices, including implementing early-warning systems to identify and support students who are off-track based on their attendance, behavior, and course performance records; making social and emotional learning a part of the curriculum; and providing students with high-quality postsecondary and workforce engagement opportunities.
- Fully fund three (3) ABCToday Schools, including matching 10% of students in each school (estimated 90 youth)

*Source: 2017 Building a Grad Nation Report; Policy



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