

Big Brothers Big Sisters of New York City Strategic Success

Big Brothers Big Sisters of NYC has been providing life-changing mentoring to kids of all ages for over 110 years. Here is a review of the last five years and a look at our direction for the future.



www.bigsnyc.org



FIRST, WE MEASURED THE OUTCOMES OF OUR PROGRAMS

This study followed a group of kids participating in our mentoring programs, along with a control group of children who did not receive mentoring. At 18 months, risky behavior...

...increased **59%** in non-mentored youth.



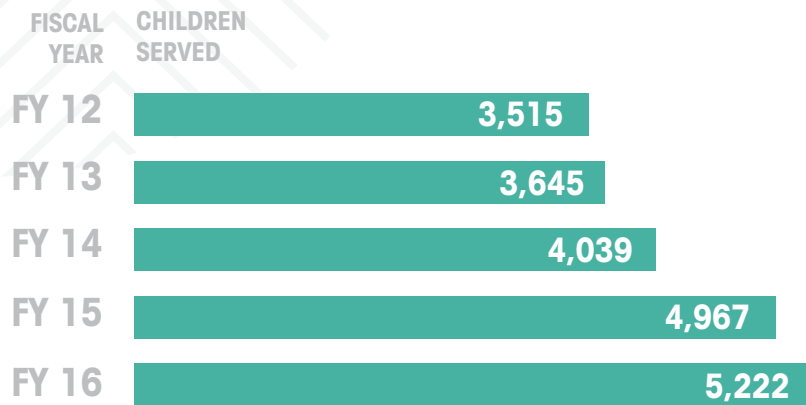
...decreased **21%** in mentored youth.



The results of the study confirmed that mentoring **DOES HAVE AN IMPACT** on youth especially in terms of curbing risk behavior. The most impact was found in middle school youth.

Agency Impact

Overall, all these efforts have enabled us to serve **5,222** Littles this last fiscal year with great results.



Littles who were promoted to the next grade



High school seniors who graduated



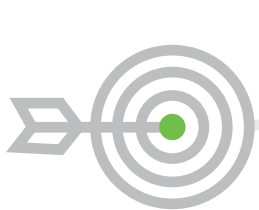
High school seniors who were accepted into college



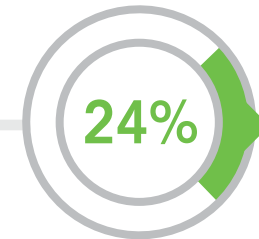
Exceeding Expectations

Our strategic plan for 2012-2017 called for increased funding and more youth served.

GOALS



Serve **30%** more children



Raise **24%** more dollars

PROGRAM EXPANSION

We increased our corporate Workplace Mentoring partners by **39%** and a **23%** increase in children served, expanding their access to corporate industries and new careers.



EFFICIENCIES

We also moved the agency to a **unified space** to better serve our Bigs, Littles, and families while bringing the staff under one roof.



SATELLITE OFFICES

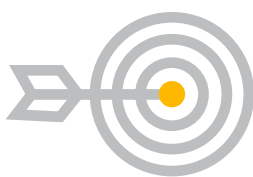
At the same time, we **grew our presence in all 5 boroughs** through satellite offices to expand our services into the communities where our families live.



EDUCATION INITIATIVE

In 2013, we launched an Education Initiative within the agency to better support the academic needs of our Littles.

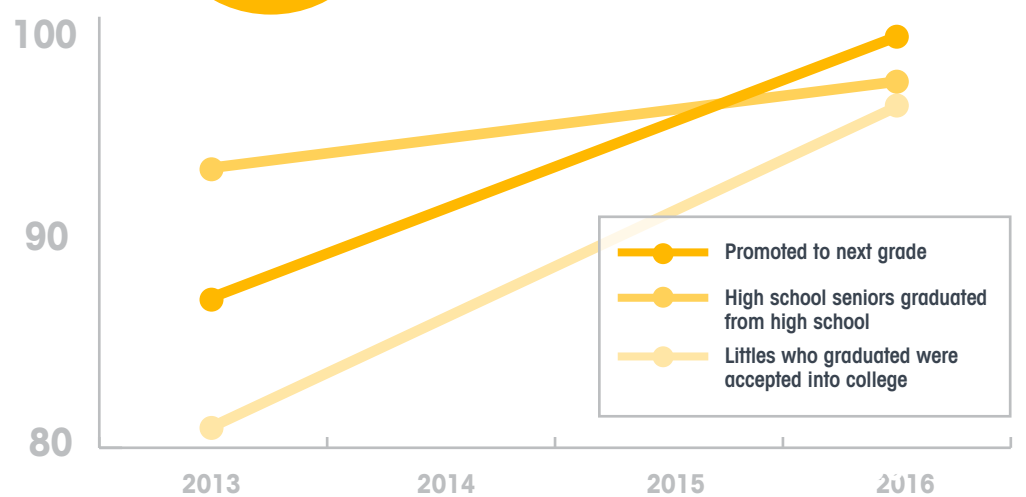
GOALS



To better prepare our Littles for academic success



To provide Bigs with the tools they need to support their Littles in the classroom



We accomplished the creation of a grade-specific academic resource guide for Bigs and parents to help our Littles navigate the complex NYC school system. We also expanded test prep courses, college tours, financial aid workshops and our career exploration series.



Looking Ahead – Leading with Technology

The new GoBig app meets our Bigs where they are by enhancing the Bigs' experiences as mentors while also creating opportunities for more meaningful impact to our Littles. Bigs will have the ability to track progress, highlight experiences, and share information that will help their Littles gain more from the mentoring experience.

TOOLS WITHIN NEW APP



Customized profile,
including matches,
anniversaries and
milestones



Hours log



Match journal,
including space for
photos and progress
updates



Activity guide