

NEWS

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Big Brothers Big Sisters of New York City Earns Prestigious Nonprofit Honor for the LACP 2015/2016 Annual Report Vision Awards

The nation's first and New York's largest youth mentoring organization is the top nonprofit recipient, receiving the Platinum Award

NEW YORK, March 16, 2017 – Big Brothers Big Sisters of New York City (BBBS of NYC) announced it received the highest honor in the nonprofit category of the League of American Communications Professionals (LACP) 2015/2016 Annual Report Vision Awards.

Recognized for its excellence in professional communication, BBBS of NYC earned a score of 99 out of 100, leading in its category with the Platinum Award and landing in the 20th spot in overall categories worldwide.

“Effectively marketing our brand and mission to various communities and industries allows us to reach the volunteers and donors who help us have a positive impact on the more than 5,200 children we serve every year,” said Hector Batista, chief executive officer of BBBS of NYC. “We are honored to receive such a prestigious award that recognizes our organization’s exceptional communication of the work we do.”

The LACP, which comprises nearly 1,000 organizations representing two-dozen countries, drew Vision Award submissions from a broad range of industries and organizational sizes. This year’s winners demonstrated an exceptional focus on shareholders, interests, and the understanding of strategic and tactical decisions.

LACP is an organization dedicated to supporting, recognizing and advancing excellence in the practice of professional communications.

About Big Brothers Big Sisters of New York City

Big Brothers Big Sisters of NYC (BBBS of NYC), the nation’s oldest and NYC’s largest youth mentoring organization, has served the changing needs of New York City’s most at-risk youth since 1904. The volunteer- and donor-based organization offers a variety of specialized mentoring programs to help children facing more complex challenges – including immigrant youth, children of incarcerated parents and those in foster care – as well as the Workplace Mentoring Program, which helps businesses throughout New York City positively impact the lives of young people and build a foundation for professional success. Additionally, since 1992 BBBS of NYC has worked through its Center for Training and Professional Development to equip non-profit professionals throughout New York City to develop and enhance their own mentor-based programs and organizations.

Through the support of individuals, foundations and corporations, this not-for-profit agency has been able to change the lives of the city’s most disadvantaged children, matching them with caring adult role models – dependable friends who can help to expand their horizons, realize their potential and enrich their futures. To learn more, become a mentor and/or offer support, please visit www.bigsny.org.

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