

LITTLE STORY.
BIG RESULT.



Big Brothers
Big Sisters®

WI SHORELINE

2022 ANNUAL IMPACT REPORT

Hello Friends, thank you for being here

Encourage a family member...

Tell a co-worker...

Share with a friend...



I'm so proud to share the 2022 Annual Impact Report with you. As we continue to learn each and every day, every story, action, or change we think is LITTLE, can really produce BIG results. We are humbled and so grateful for your continued support and dedication to our mission. Your confidence in our work allowed us to serve nearly 300 young people in 2022!

Our goal is to increase that number by 10% in 2023 as we launch new processes and recruitment efforts designed using the insights provided by Galligan and Associates Consumer Insight Research results. Preliminary data shows we're well on our way.

During 2022, we achieved some noteworthy accomplishments, including the launch of an online learning system for mentors, migrating to a new Customer Relationship Management (CRM) system in Salesforce, the addition of health benefits

for our staff, launching a new school-based program in Kiel, and most importantly, exceeding our strategic plan goal for 12-month match retention in our community-based matches, reaching 79%!

Our agency proved it was not immune to the "Great Resignation," losing several team members in late 2021, so I'm especially proud of what we achieved, anyway! Our resilience is possible not only because of the hard work and dedication of our staff and volunteers but because you, our supporters, have repeatedly stepped up to ensure our long-term financial stability remains strong. Our focus then, can remain on what's most important — the young people who need us.

While financial stability is vital, we cannot do the work we do for kids who need us without the gift of time that hundreds of people share with us and our Littles each year. Please consider ways you can

"help a little more." Share this report with three friends. Encourage them to learn about becoming a Big or attending an event. Or both! I would happily talk with each of you about the ideas listed in this report, or other ways we can work together to share stories of the great work we're doing for young people here at BBBS.

Thank you again for your support. On behalf of our team, our board, our committees, our Bigs, and the stars of our show —our Littles, we are grateful for you. Thank you for playing a part in the big work we're doing.

A handwritten signature in white ink that reads "Denise". The signature is fluid and cursive, written on a dark background.

Denise Wittstock
Chief Executive Officer

Jimbo and Santana have been matched for a little over a year.

In that time, the two have spent countless hours exploring Manitowoc County. Although winter in Wisconsin can be difficult for match activities, it certainly does not slow these two down! They can be found at Strand Adventures, Walmart, and one of their favorite spots, Jenn's Java. They also love attending as many BBBS sponsored events as they can. Each time the Mentoring

Specialist who supports their match talks with Jimbo, he raves about being a part of the program and how much being a Big has impacted his life.

Jimbo has become a supportive friend to Santana, attending school events where he has been on stage and viewing Santana's art when featured in a local museum, snapping a selfie to commemorate the visit!

Santana says he loves having someone to spend time with and talk to. Santana shared recently, "I don't know what I would do without him (Jimbo) in my life." Santana's guardian agreed by saying it is the "perfect match." The two were one of several matches featured on NBC Green Bay last fall, in a story highlighting the need for male mentors at BBBS WI Shoreline.

The impact grows...

"I don't know what I would do without Jimbo in my life."

Santana / Little Brother, age 10



Program Impacts and Interesting Facts

88%

of youth matched in 2022 reported an increase in their educational expectations around graduating on-time and post-secondary options.



The face of
Littles is changing.

22.65%

of our littles lived in 2-parent households during 2022.

2022 was a year of learning.

Galligan and Associates conducted a consumer insight study to identify barriers to becoming a mentor. Those insights informed the redesign of our enrollment and training processes. Initial data showed a positive, effective response as 52% of new matches in 2022 were made in the 4th quarter.

A barrier to mentoring we often hear is

“I’m not sure I’m qualified to be a mentor.”

Our message, that mentors are not perfect, they’re just present rings true:

53.53%

of our Bigs do not have a college or higher degree.





Greetings. My name is Brian Jenny.

When my service started with Big Brothers Big Sisters WI Shoreline (BBBSWIS), I knew very little about the agency and our mission. As I became immersed in the positive impact we were having in kids' lives, I became very passionate about how essential our services are for building our communities! That passion is what led me to become a Big Brother, and my experiences advocating for BBBSWIS are a natural extension of that as well.

In 2022, I completed my ninth year on the Board of Directors, and I am in my sixth year matched as a Big Brother to my Little Brother, Max. During my tenure on the Board, I served in many roles—Board President, VP Fund Development, Strategic Planning Chair, External Affairs Chair, and a member of various fundraising event committees. I also had the opportunity to travel to Madison and speak

with our elected officials about why the work BBBSWIS does is vital for a vibrant community and deserves their support. It is super easy to advocate for a cause that generates so much value for children!

What else does advocacy look like? Certainly, an agency such as this relies heavily on the financial support of many generous individuals and corporations in Sheboygan and Manitowoc Counties. However, from my point of view, advocacy is much more than that.

I have found that those who offer their time and talents in service of the agency generate an immediate and tangible impact that serves to significantly increase the agency's effectiveness and efficiency. Professional subject matter expertise brings to bear resources that are not available otherwise. Advocacy

also comes to life by extending the organization's connectivity through one's professional affiliations and social circles to not only share details of the need, but also inspire people in those circles to engage--even become mentors themselves.

As I said previously, I knew very little about BBBSWIS when I started. I am proof that you can't go wrong by asking to learn more today. A bright future for every young person is something worth being a part of, wouldn't you agree?

Brian Jenny
Big Brother
Donor
Former Board Member

Pictured above, left to right:

Representative Terry Katsma, Brian Jenny, Denise Wittstock, and Wisconsin State Senator, Devin LeMahieu.

Today there are countless kids waiting for BBBS programs in Manitowoc and Sheboygan Counties.

Learn the many ways you can help empower a young person from your community, through the gift of time, talent or financial support.

Can you help a little more ?

- Spread the word (talk to others and/or share this pdf)
- Attend an event
- Be a project REACH host or site
- Host a Bigs Challenge
- Host a lunch and learn
- Join a committee
- Hold a gift card drive
- Host jeans January
- Be a United Way match
- Match our year-end appeal

January

National Mentoring Month

March 3,4, 11

Bowl for Kids' Sake

April 16-22

National Volunteer Week

July 13

The Big Seafood Festival

August 8

Fore Kids' Sake

September

Big Brothers

Big Sisters Month

September 9

Chowdown

Click or visit to learn more
bbbswishoreline.org



PROJECT REACH

fun with a purpose

"Project REACH" adds free, structured, group activities to our one-to-one programs. Monthly events make volunteering easier for our Bigs, allows matches to get to know one another and strengthens the bond between Big and Little. REACH activities focus on developmental goals in five focus areas:



Recreation

Establish the value of being active in promoting health and social interactions, including team building.

Education & Career

Support academic engagement, improved grades and graduation plus introducing post-secondary education and career opportunities.

Arts & Culture

Expose youth to arts and cultural experiences to increase awareness of diverse cultural influences and opportunities in their communities.

Civic Engagement

Develop responsible citizenship, promote leadership skills and encourage volunteerism to help make our community a better place to live.

Health & Fitness

Help youth identify and avoid risky behaviors and encourage healthy living through diet, nutrition and exercise.

It adds up to a BIG DIFFERENCE.

THANK YOU for believing in our mission to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Corporate Defenders

Masters Gallery Foods Inc.
Melitta S. and Joan M. Pick Charitable Trust
Seehafer Broadcasting Group
United Way of Sheboygan County

Champion For Kids' Sake

Frank G. & Frieda K. Brotz Family Foundation
Sargento
The Lester Family
Van Horn Automotive Group

Advocates For Kids' Sake

Anonymous
Catherine B. Stayer Family Foundation
Compass Group USA Division
F.K. Bemis Family Foundation
The Keller Family
The L. Gentine Family
The Neese Family Foundation
The Sather Family

Match Maker

Bank First National
Garton Family Foundation
Grover Family Foundation
Just Kids Dental
Nicolet National Bank
Parker Hannefin
PolyVinyl Co.
Rockline Industries, Inc.
Signature Dental
UnitedOne Credit Union
Wisconsin Aluminum Foundry
Wisconsin Bank and Trust

Little League

Altmeyer Electric
Ant Hill Mob Motorcycle Club Ltd.
Broadway Automotive
Century21 Aspire Group
Curt G. Joa Inc.
Enterprise Holdings Foundation
FocusCFO
Formrite
Greater Random Lake/Adell United Fund
Just Orthodontics
Lakeside Foods
Manitowoc Noon Rotary
Miesfeld's Triangle Market, Inc.
NextEra Energy Point Beach, LLC
Prevea Health
Schneider and Schneider Construction
Skana Aluminum
St. Thomas the Apostle Catholic Community
Waldo State Bank

Mission Maker

The Ayers Family
The Dexheimer Family
The Oppgenorth Family
The Zeller Family
The Zohrab Family

The Big League

Carmeuse Americas
Community First Credit Union
Kohler Foundation, Inc.
Nash Family Foundation
Sleigh Bell Run
The Feenstra Family
The Heep Family
The Sachse Family
The Zieve Foundation
Wm. Collins Kohler Foundation



2022 FINANCIAL SUMMARY

Total Functional Expenses	\$1,302,118
Total Public Support and Revenues	\$1,170,777
Total Net Assets	\$1,957,219



bbbswishoreline.org/donate

Big Brothers Big Sisters WI Shoreline is an independent 501(c)(3) organization, and your donation is tax deductible to the fullest extent allowed by law.