

THE IMPACT BOOK



**Big Brothers
Big Sisters®**
OF SOUTHWESTERN
ILLINOIS

ABOUT BIG BROTHERS BIG SISTERS

STANDING TOGETHER TO DEFEND POTENTIAL

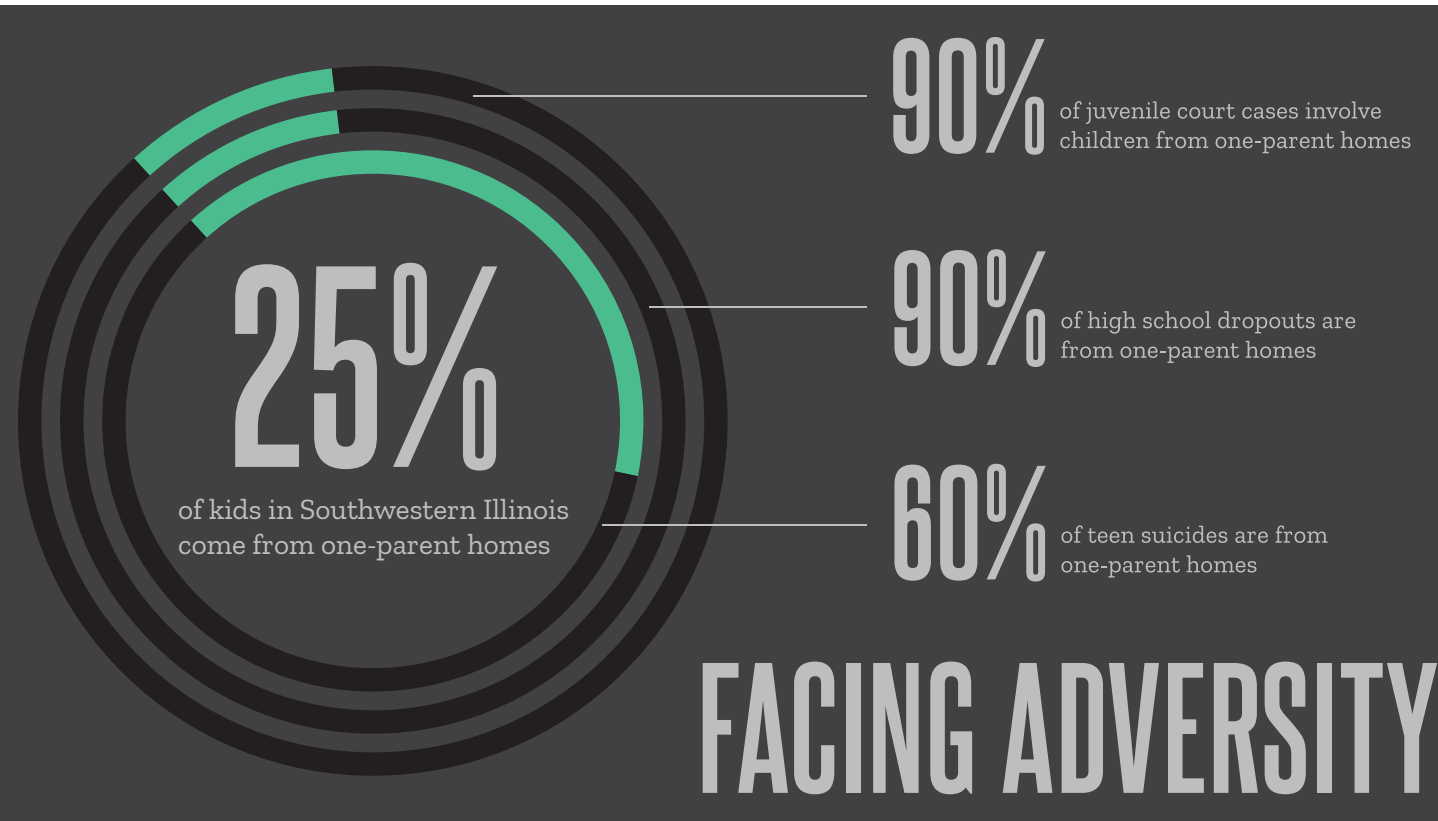
In a world of causes, we make a difference by creating professionally supported, one-to-one mentorship for children who want to realize their full potential.

OUR MISSION

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

OUR VALUES

All youth achieve their full potential.



OUR IMPACT

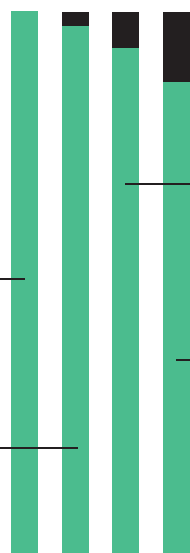
When Matched with a Big

100%

of high school senior Littles graduated high school last year

91%

of Littles had improvement in their aspirations



of Littles had improvement in their relationships

91%

of Littles saw an improvement in their grades

82%

DO SOMETHING BIG

We don't create potential – we defend it.

Big Brothers Big Sisters of Southwestern Illinois serves children and teens primarily from one-parent homes that want and truly need a mentor. Big Brother Big Sisters of Southwestern Illinois matches Littles 6-14 years old with Bigs in a one-to-one, life-changing friendship. Bigs and Littles hang out 4-12 hours per month doing normal, everyday activities, like going to see a movie, playing games, going out to eat, or just hanging out!

Each Match is supported by a dedicated match support specialist who is always there to provide resources and support specific to the Little's age. With a Big in their life, children and teens in the Big Brothers Big Sisters of Southwestern Illinois program are empowered to ignite their potential as they grow in their self-esteem, earn better grades, and develop a lifelong friendship with their Big.

Dozens of kids are waiting to be matched with a Big.
Found out more at bbbsil.org/beabig

Requirements:

- Must be 18 years of age or older
- Have a valid driver's license, transportation, and insurance
- Live in Clinton, Madison, Monroe or St. Clair county
- Meet with your Little 4-12 hours a month
- Be willing to commit to a long-term friendship of at least one year
- Maintain ongoing communications with Big Brothers Big Sisters staff





SHE IS
RESILIENT
INTELLIGENT
UNSTOPPABLE
EXTRAORDINARY
OUR FUTURE

WILL YOU **STAND** WITH HER?



AGENCY FUNDRAISERS

TRIVIA FOR KIDS' SAKE

Companies, organizations, and groups of friends form a team, fundraise and enjoy a night of trivia with food, drinks and a chance to win prizes at GCS Ballpark. Bonus - you get the awesome feeling of supporting children in our community through one to one mentoring.

- IN ATTENDANCE**
- Over 160 attendees from the Metro East
 - Men and women 21+
 - Corporate teams, Bigs, and civic organizations

- HIGHLIGHTS**
- Outdoor venue
 - Corporate team building opportunity
 - Complimentary trivia, food, beer, and swag
 - Simple web-based fundraising

- WHEN**
- Spring
 - Thursday evening

- GOOD FOR**
- Employee engagement
 - Marketing/PR



BIG IMPACT BASH

Our fall gala event is guaranteed to always make a Big Impact. This event will be packed with dinner, an inspiring program and auction. The Big Impact Bash will take place in the fall. Expect powerful stories, guest speakers, and more that will leave you feeling inspired to make a difference.

- IN ATTENDANCE**
- Over 170 attendees from the Metro East
 - Men and women 21+
 - Business professionals and community philanthropists

- HIGHLIGHTS**
- Program
 - Dinner
 - Auction

- WHEN**
- Fall
 - Weekend evening

- GOOD FOR**
- Client-entertainment and networking opportunities
 - Employee engagement
 - Marketing/PR
 - Networking

**BIG IMPACT
BASH**

AND EVENTS

BIG VISION BREAKFAST

This casual and informative one hour event will bring business newcomers and current supporters together to learn more about Big Brothers Big Sisters direction for the future. This event provides personal testimonials from Bigs, Littles, and guardians at different stages describing their experience with the mentoring program. You are certain to be touched by the scope and impact mentoring plays in the Metro East.

IN ATTENDANCE - Over 80 business professionals

HIGHLIGHTS - Complimentary breakfast

WHEN - Spring
- Weekday morning

GOOD FOR - Marketing/PR
- Networking



MILES FOR MEANING

\$31 + 31 miles + 31 days = 31 children off the waitlist

Miles for Meaning is a 31-day self-paced virtual fitness challenge through the month of March. Participate through the Kilter App on your own or challenge friends and colleagues by cycling, stepping, walking or running your way to 31 miles in 31 days. Each participant who completes the fitness challenge and raises \$31 by the end of March will be eligible for prizes. Never before have your miles truly mattered!

IN ATTENDANCE - 45+ participants
- Men and women 18+

WHEN - March

HIGHLIGHTS - Virtual event

GOOD FOR - Employee engagement
- Marketing/PR



MATCH OUTING

All Bigs and Littles are invited to various Big Brothers Big Sisters sponsored events throughout the year as a way to meet and socialize with other Matches and provide enrichment opportunities. Activities include ice skating, Gateway Grizzlies games, arcade, laser tag, and more.

IN ATTENDANCE - 100 Matches and dozens of waiting Littles
- Adults 18+ and children 6-18 years old

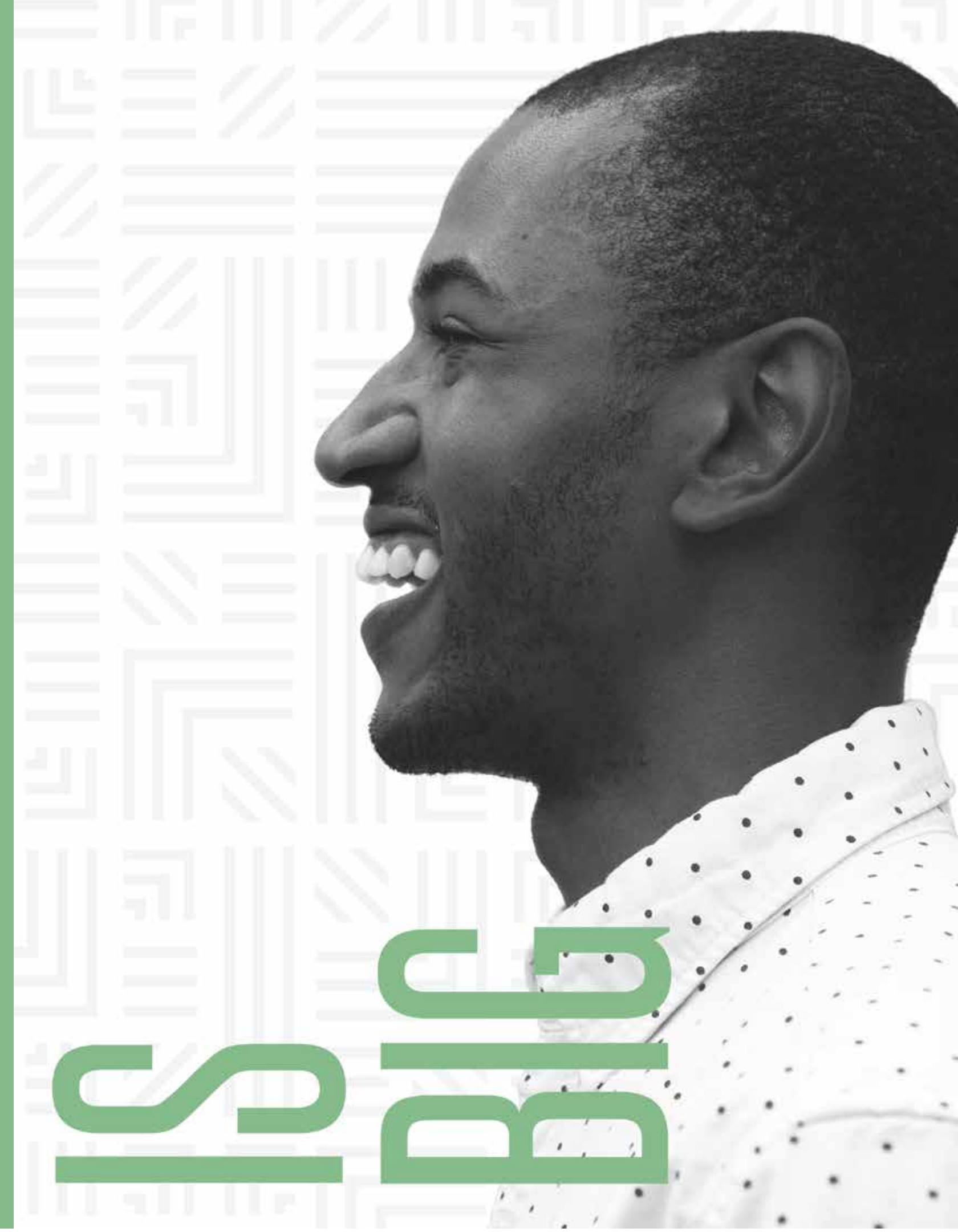
WHEN - 12+ events throughout the year

GOOD FOR - Marketing/PR
- Employee volunteerism
- Employee engagement





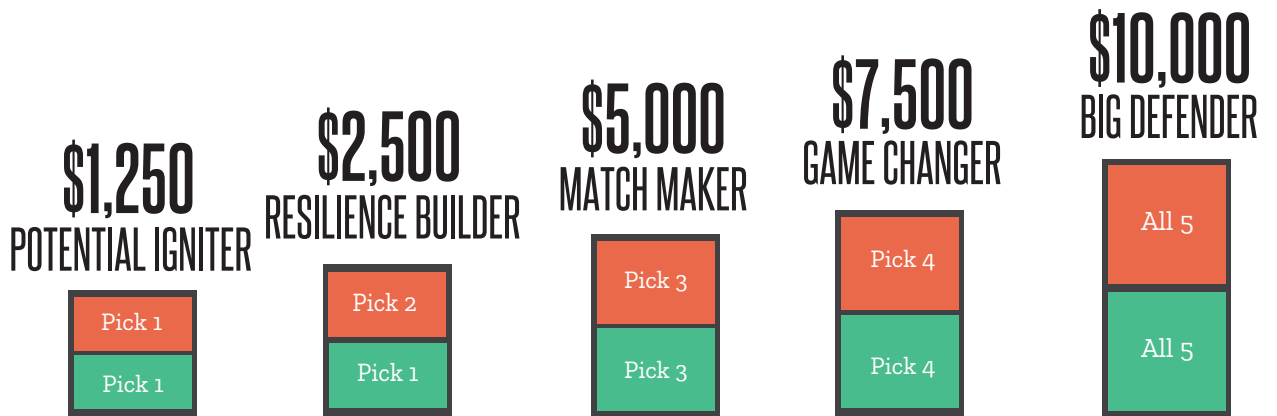
OUR FUTURE



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CORPORATE PARTNER PACKAGES

IMPACT LEVELS



MATCH SUPPORT

What your gift provides
Matches

Total cost to match one child and support that match for one year (recruit, orientations, trainings, monthly support, etc.)

Provide 100 background checks for new Bigs to ensure the safety of our Littles

Recruit 20 new Bigs (marketing, recruitment, events, campaigns)

Fostering growth of 20+ Littles (ongoing personalized support for children, families, and volunteers)

Creates and supports 8-10 matches for the year

YEAR LONG BENEFITS

Receive monthly impact stories

Community Chat for your office

Acknowledgment in agency annual report



IMPACT OPTIONS

MARKETING OPPORTUNITIES

Potential Igniter: *Pick 1*

Resilience Builder: *Pick 2*

Match Maker: *Pick 3*

Game Changer: *Pick 4*

Big Defender: All 5 official partner logo on home page
& social media sponsorship 12x a year

- Company logo linked on the Big Brothers Big Sisters of Southwestern Illinois website
- Social media post sponsorship (6x a year)
- Community Chat Sponsor
- Social media takeover for a day
- Video spotlight on social media platforms (provided by sponsor)

EVENT OPPORTUNITIES

Potential Igniter: *Pick 1*

Resilience Builder: *Pick 2*

- Match Outing | Bronze Level
- Big Impact Bash | Bronze Level
- Trivia For Kids' Sake | Bronze Level
- Big Vision Breakfast | Bronze Level
- Miles for Meaning | Bronze Level

- Match Outing | Silver Level
- Big Impact Bash | Silver Level
- Trivia For Kids' Sake | Silver Level
- Big Vision Breakfast | Silver Level
- Miles for Meaning | Silver Level

Match Maker: *Pick 3*

Game Changer: *Pick 4*

- Match Outing | Gold Level
- Big Impact Bash | Gold Level
- Trivia For Kids' Sake | Gold Level
- Big Vision Breakfast | Gold Level
- Miles for Meaning | Gold Level

- Match Outing | Platinum Level
- Big Impact Bash | Platinum Level
- Trivia For Kids' Sake | Platinum Level
- Big Vision Breakfast | Platinum Level
- Miles for Meaning | Platinum Level

Big Defender: *All 5*

- Match Outing | Diamond Level
- Big Impact Bash | Diamond Level
- Trivia For Kids' Sake | Diamond Level
- Big Vision Breakfast | Diamond Level
- Miles for Meaning | Diamond Level

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LIAM, LITTLE BROTHER

“

My Big Brother shows me I can do whatever
I put my mind to.

”

— Liam, Little Brother



ASHLEY, LITTLE SISTER

“

My Big Sister is the most amazing friend I've ever had.

”

— Ashley, Little Sister



OTHER WAYS TO HELP

BIG ALLIES

A Big Ally is a partner committed to making our community better through leveraging resources and networks to promote Big Brothers Big Sisters volunteerism to employees and clientele.

ADOPT A FAMILY

For the holiday season we seek individuals or families to adopt a family or more. Wishlists are collected from our families and we look to fulfill those wishes with monetary and gift card donations.

OUTINGS

Tickets to an event or an outing are always an awesome thing to do for our matches. Something like tickets to a Cardinals game will provide not only an entertaining night, but a memorable one! A tour of a workplace could also be really inspiring for a Little.

COMMUNITY CHATS

A great way to announce your partnership or to introduce your employees to Big Brothers Big Sisters is to host a Community Chat at your office. Either virtual or in- person, agency staff will provide information about the mission and different ways to get involved.

THIRD PARTY EVENTS

If you are part of organizing a fundraiser for your group or company, consider making Big Brothers Big Sisters the beneficiary of the event. Third party events can be as simple as a jean day at work to a more involved event such as a golf tournament or 5k.

MATCHING GIFTS

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Some companies may even match gifts made by retirees and/or spouses.





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