



# 2011 Philanthropic Report



Big Brother Mike and Little Brother Jared enjoying an on-field experience at a Rays game.

Real Life Stories . . .

## Read more inside...

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## Big Brothers Big Sisters Mission Statement:

To help children reach their potential through one-to-one relationships with mentors that have a measurable impact on youth.

## Mike and Jared's Five-Year Journey

What if every child fulfilled their potential? What if every child was put on the right path today? What if every child graduated high school, went to college, or found their career path? What could that start? It might be the start of something BIG! Big Brother Mike Olson started something amazing for his Little Brother Jared and helped him realize his potential.

Five years ago, Jared's life was pretty routine-school, friends and sports occupied his day. Even though Jared perceived his life to be typical, he felt like something was missing. Jared's father had been incarcerated his entire life leaving him with no male role model. Jared's mother knew that in the coming years Jared would be forced to make life altering decisions that would ultimately determine his future, so she signed him up to get a Big Brother.

Not far from where Jared lived was his future Big Brother, Mike Olson. Every Sunday Mike would flip through the paper and notice ads for Big Brothers Big Sisters and the need for mentors.

"I started taking notice of regular ads in the St. Pete Times that started poking and prodding at me," said Mike. "These messages started to stick in my head and played around in my conscience throughout the week. What was I waiting for? Will the time ever be just right? Who is this little guy that I am destined to meet? So I picked up the phone...and 5 years later, here we are!"

When Mike and Jared were first matched they hit it off right away. A couple times a month they enjoyed sports, going to games and sometimes just talking. As their relationship continued to grow,

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67% of former Littles surveyed agree that their Big played a role in their decision to attend college.



Mike realized that he wasn't just making a difference in Jared's life, but that Jared was making a profound impact on his life as well.

"When Jared and I started spending more time together, I definitely felt a shift in myself," said Mike. I found myself wondering how his week was going, or coming up with ideas for things we could do or places to go, and jotting down topics I wanted to discuss with him on our next visit. It was pretty cool too when Jared started asking me questions about my family, my job, my college experience and my childhood. We were really starting to bond as brothers."

As time passed their relationship blossomed and Jared realized how much he trusted Mike. "I can confide in Mike and tell him anything and be perfectly comfortable with it," said Jared. "I can definitely say that because of Mike my life has changed for the better. He motivates me to pursue things I never imagined possible. My dad was never around and in a way Mike filled that role and gave me a sense of direction and a better understanding about how important everything I'm doing right now really is, especially school. When I graduate in June, I will be pursuing a business degree, hopefully on a Florida Bright Futures Scholarship."

Over the last five years, Mike has had the pleasure of being closely involved in Jared's life. In their quality time together he has seen him grow from a shy little twelve-year old kid into the full-grown, outgoing, strapping young man you see in their photos today.

Jared is finishing up his senior year at St. Pete High School. Their conversations have recently taken a turn from movies, sports and video games to topics like: scholarships, college, careers and...girls. Mike encourages Jared to continue to work towards his goals and dreams, and hopes that he can "enjoy the ride" no matter what happens.

"I really could not be more proud of him," said Mike.



Above: Mike and Jared spoke about the impact Big Brothers Big Sisters has made in their lives at the Start Something Big Breakfast in 2010.



Left: Jared all dressed up for Homecoming.

"I can definitely say that because of Mike, my life has changed for the better."

**83%** of former Littles surveyed agree that their Big instilled values and principles that have guided them through life.



## Message from Leadership

The past year was unmistakably an extraordinary time for nonprofits—a time of incredible challenge and change. Nonprofit organizations in every service area have been impacted in different capacities. Although the past year presented challenges, our agency’s resiliency created opportunities for better service to our clients.

Throughout 2010, we stayed connected to our clients, donors, partners and volunteers, adjusting to their changing needs. We served 1,349 children in one-to-one mentoring relationships through our Community Based and School Based programs in the tri-county region. In 2011, we will continue to meet the needs of the children, families and volunteers that we serve while responding to community needs.

Despite the challenges, 2010 was a wonderful year, in part, because of what you did – and continue to do. This annual report highlights the successes of a great year.

Big Brothers Big Sisters is proud of the proven impact of our programs. New research and controlled studies commissioned by Harris Interactive provide us a glimpse into the transformation of our Littles into adults. The study found that Bigs positively influenced their Little’s self-confidence, providing stability, changing their perspective on life, and pushing them to set higher goals even as an adult.

Big Brothers Big Sisters continues to reposition itself as a donor-driven, volunteer-supported organization. The launch of our Leadership Giving Society and diversification of our revenue sources has resulted in a more stable operating environment for our agency.

Please know that we appreciate the incredible support of our donors, partners, volunteers and board members. We will continue to count on you, our valued supporters, to make a difference in children’s lives through the power of mentoring, in 2011 and the years to come.

Warmest regards,



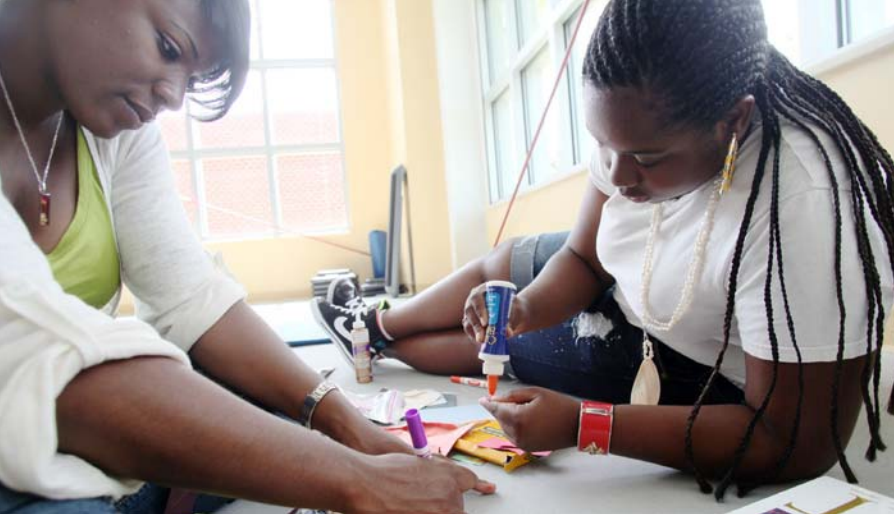
A handwritten signature in blue ink that reads "Katie Cole".

Katie Cole  
Board President



A handwritten signature in blue ink that reads "Susan Rolston".

Susan Rolston  
Chief Executive Officer



**81%** of former Littles surveyed agree their Big gave them hope & changed their perspective of what they thought possible.

## Program Outcomes

**High Promotion Rate:** **96.5% of children served with a Big Brother, Big Sister or Big Couple were promoted to the next grade level in school.** The encouragement to do well in school, role modeling and friendship of a caring adult are prerequisites for kids to graduate.

**Prevent Juvenile Delinquency:** Our Bigs lead our Littles to make good choices that promote success. We are proud that **96% of our children have no involvement with the Department of Juvenile Justice** one year after they complete our program.

**More Assistance to Young Boys:** In Pinellas County only 75% of all children graduate high school. Even more alarming is that 50% of all boys graduate high school. To address the alarming dropout rate of young boys, Big Brothers Big Sisters developed the Sports Buddies initiative to engage more male Bigs for boys on our waiting list. We are happy to report that in 2010 **Sports Buddies enhanced the percentage of boys served to 44% of our total children served in Pinellas, Hernando & Citrus Counties.**

**Prevent Foster Care Placement:** Our Kinship Service Program, part of the Kinship Services Network, offers specialized services for relative caregivers raising children of family members. Relatives have kept **99% of the youth they care for out of the foster care system.** Many of these children also have a Big who helps increase the likelihood of being promoted to the next grade, remaining free of the Juvenile Justice System and leading successful lives.

### "Little" Alumni

Big Brothers Big Sisters believes that inherent in every child is the ability to succeed and thrive in life. In Pinellas, Hernando & Citrus Counties and across the country Big Brothers Big Sisters is helping children reach their potential and, through them, transform families, schools and communities.

A study conducted by Harris Interactive on behalf of Big Brothers Big Sisters discovered some amazing findings from those children who graduated from the program, "Little" Alumni:

- Compassion:** **84%** of former Littles surveyed agree their experience influenced them in showing understanding to those less fortunate.
- College:** **67%** of Littles surveyed agreed that their Big played a role in their decision to attend college.
- Direction:** **83%** of former Littles surveyed agree their Big instilled values and principles that have guided them through life.
- Courage:** **85%** of Littles surveyed agree their experience influenced them in overcoming adversity or problems with courage.
- Perspective:** **81%** of former Littles surveyed agree their Big gave them hope and changed their perspective of what they thought possible.



85% of former Littles surveyed agree their experience influenced them in overcoming adversity or problems with courage.

## School-Based mentoring

It may sound obvious, but sometimes the best place to help a child realize their potential is at school. Although it takes place at schools, our School-Based Mentoring program isn't limited to the classroom. Of course, some Littles do talk with their Bigs about class, or do homework, or read together, but it's perfectly fine to shoot hoops in the gym or play on the playground. At the end of the day, it's really all about starting a friendship, providing guidance and inspiring them to reach their potential. And all of this can happen in just one hour a week.

Big Brothers Big Sisters continues to enhance the School-Based program in both Pinellas and Citrus Counties. The program wouldn't be possible without the commitment of our School-Based Corporate Partners. These community leaders have engaged five or more of their employees to mentor a child at a nearby partner school.



## Sports Buddies

Big Brothers Big Sisters Sports Buddies Program encourages men to get involved in our programs through sports. Sports Buddies matches go to sporting events, play sports together and even catch a game on television. The program creates a natural bond between Big Brothers and Little Brothers all while doing things that they enjoy. In 2010, Big Brothers Big Sisters was able to serve 599 boys, many of whom are enrolled in the Sports Buddies program.



The Sports Buddies program is supported not only through Big Brothers Big Sisters, but also the local athletic community. We are proud to announce a **new spokesperson for the program is Tampa Bay Rays starting pitcher, David Price.** Mike Alstott also continues to be a leader in the Sports Buddies program promoting the need for male Bigs and providing opportunities for our matches. Our Sports Buddies program partners (listed below) provide tickets, meet and greet opportunities and other exciting opportunities for our matches!



**84%** of former Littles surveyed agree their experience influenced them in showing understanding to those less fortunate.



## Financial Report

**2010 Total Support & Revenue: \$2,301,251**

Fundraising/Special Events:	\$940,784
Juvenile Welfare Board:	\$854,802
Florida Dept. of Education:	\$174,848
Foundations/Grants:	\$165,871
United Way:	\$108,727
Other Public Support:	\$54,750
Other Income:	\$1,469

**2010 Total Expenses: \$2,181,519**

Program Services:	\$1,767,032
Supporting Services:	\$218,151
Fundraising/Special Events:	\$196,336



Charity Navigator, America's largest independent evaluator of charities, has awarded a four-star rating to Big Brothers Big Sisters of Pinellas County, the highest rating possible from this respected charity oversight organization.

Big Brothers Big Sisters has received the "Exceptional" grade for executing its mission in a fiscally responsible way and effectively managing its finances.

Four-star ratings given by Charity Navigator signify that an organization exceeds industry standards and outperforms most charities in its category.

## Philanthropic Recognition

Big Brothers Big Sisters gratefully acknowledges the support of corporations, foundations and friends for their generosity and belief in our mission. Every effort has been made to ensure the list on this page and the next are as accurate as possible. Please accept our apologies if an error or omission has been made.

### Leadership Giving Society

*Big Brothers Big Sisters launched the Leadership Giving Society in 2010. This society recognizes those who have made a financial investment in Big Brothers Big Sisters' ongoing success. This investment is not just an investment in Big Brothers Big Sisters; it is truly an investment in our community. The creation of this society will help in the area most needed – support the services and programs of the agency.*

Dan & Nicole Doyle Jr.  
Dan & Rosaleen Doyle Sr.  
Chris & Christine Gagnon

Tim & Gloria Higham  
In Honor of Al & Frances Leeburg  
Michael Preston

Tim & Sandy Stroyne  
Joe Trepani  
Thomas & Constance Whiddon  
Edgar H. Williams

84% of former Littles surveyed agree that their Big taught them the importance of helping others.



## “Little Moments. Big Magic.” Giving Society of Individual Donors \$1,000+

\*These donors made a multi-year commitment (\$1,000+) to provide a stable future for the children served by Big Brothers Big Sisters.

\*Tim & Gail Anderson  
 \*Keith & Susan Appenzeller  
 \*Christine Barsema  
 \*Eric & Stefanie Barsema  
 \*Janet Baustert  
 Hugh & Florence Bell  
 \*Glenn & Leah Bergoffen  
 \*Robert & Kathy Boos Jr.  
 \*Robert & Lesa Boos Sr.  
 Chip Brubaker  
 \*Robert Buchanan  
 In honor of Nick Burghardt  
 \*George & Maria Cantonis  
 \*Frank & Theresa Carr  
 \*Jeff & Sharon Champagne  
 Sheri Chancey  
 \*Lisa Chandler

\*Tim Channell  
 \*Frank Chivas  
 Clint & Katie Cole  
 \*John & Marilyn Connelly  
 \*Earle & Dawn Cooper  
 \*Holly Duncan  
 \*Ronnie Duncan  
 \*Bob Eaton  
 Donald Elias  
 Lisa Faller  
 \*Garland & Martha Forbes  
 \*Henry & Gerry Goldhammer  
 Jane Goldman  
 Denis Grillo  
 \*Lawrence Hamilton  
 \*Kevin Hawkins  
 \*Lonnie & Mary Lynn Hawkins

\*Greg Henchel  
 Harry & Gwen Hoover  
 \*William R. Jacobsen  
 \*Court & April James  
 Richard Lane  
 Lisa Letizio  
 Shirley I. Long  
 \*Frank Manella  
 \*Bob McIntyre  
 \*Bethlee McLaughlin  
 Fred Morrison  
 \*Les & Pamela Muma  
 \*Frank Murphy  
 \*James Nichols  
 Mel & Pam Ora  
 \*Grady Pridgen  
 \*David & Nancy Ridenour

\*Tim Riley  
 \*David & Debbie Roberts  
 \*Jim & Susan Rolston  
 \*Terra Ross  
 \*Charles Rutz  
 \*Morgan Savage  
 R. Matt Schaeffer  
 \*Glenn & Lara Shane  
 \*Fred & Joy Sikorski  
 \*Mike Sutton  
 \*Jennifer Tresh  
 Peter Vosotas  
 Ken & Carol Waters  
 \*Debbie White  
 Rob & Lee Whitener

## Legacy Society

Individuals sharing their legacy by making a planned or estate gift to Big Brothers Big Sisters.

Henry & Gerry Goldhammer

Lois Kavalunas

Wilbur & Madonna Ptak

Jim & Susan Rolston

Alice Young

## Corporate & Foundation Giving \$5,000+

AEGON  
 Allstate Insurance Company  
 Arby's Foundation, Inc.  
 Black Diamond Foundation Inc.  
 Bright House Networks  
 CA Technologies  
 Community Foundation of Tampa Bay, Inc.  
 Ed Hooper Campaign  
 Eleanor M. Beyer Foundation  
 Festivals of Speed  
 Frenchy's Restaurants  
 Harley-Davidson of Crystal River

HSN, Inc.  
 Lokey Automotive Group  
 Macy's Florida  
 Monogram Builders, Inc.  
 Nature Coast Wealth Management  
 Pinellas Community Foundation  
 Pinellas County Sheriff's Office  
 Progress Energy Florida, Inc.  
 Publix Super Markets Charities  
 Raymond James Financial  
 Rays Baseball Foundation, Inc.  
 St. Petersburg Times Fund, Inc.

State Farm Insurance Companies  
 Tampa Bay Lightning  
 Tech Data Corporation  
 The Wachovia Wells Fargo Foundation  
 United Way of Citrus County, Inc.  
 United Way of Hernando County, Inc.  
 United Way of Tampa Bay, Inc.  
 ValPak  
 Wachovia Bank, A Wells Fargo Company  
 Wal-Mart Supercenter Stores  
 Zachry Industrial, Inc.

## Corporate & Foundation Giving \$1,000+

BB&T  
 Beef O'Brady's Crystal River  
 Best Buy  
 Black Diamond Services, Inc.  
 Bouchard Insurance, Inc.  
 Brannen Bank  
 Calvin Harris Campaign Donation  
 Carter / VerPlanck, Inc.  
 Catalina Marketing Charitable Foundation  
 CCA Citrus County Detention Facility  
 CCA Hernando County Jail  
 CGB Insurance  
 Citrus County Sheriff's Office  
 Citrus Memorial Health System  
 Clearwater Evening Sertoma Club  
 Clothes To Kids  
 Cox Air Conditioning & Heating Inc.  
 Creative Contractors Inc.  
 Dex Imaging  
 Enercon

Enterprise Holdings Foundation  
 Florida Low Income Housing Association, Inc.  
 Florida Professional Firefighters  
 Florida-Hooters Promotion  
 Gators Café and Saloon  
 General Dynamics Ordinance & Tactical Systems  
 GFWC Clearwater Community Women's Club  
 Global Tel Link  
 Hawkins Construction, Inc.  
 Johnson, Pope, Bokor, Ruppel & Burns, LLP  
 Kids Central, Inc.  
 Lewis G. Schaeneman, Jr. Foundation, Inc.  
 Marion County Children's Alliance  
 McKesson Foundation  
 M/I Homes  
 MedFleet, Inc.  
 Metropolitan Advertising Company  
 Mike Alstott Family Foundation  
 Minor League Baseball  
 National Air Traffic Controllers Association

NE St. Petersburg Gold's Gym  
 Nicholas Financial Inc.  
 Outback Steakhouse Pro-AM Foundation, Inc.  
 Pauly Jail Building  
 Petroleum Transport Lines  
 Pinch A Penny  
 Pro Tech Monitoring, Inc.  
 Purpose Insurance Group  
 Quality Boats  
 Regions Bank  
 Seven Rivers Regional Medical Center  
 St. Petersburg Times Turkey Trot  
 Tampa Bay Rays Baseball  
 Ted Williams Museum and Hitters Hall of Fame  
 The All American Sertoma Club  
 Tom Hall Retail Consultants Inc.  
 Tom and Mary James Foundation  
 USAmeriBank  
 Wells Fargo Advisors, LLC  
 Wells Fargo Foundation

# Board of Directors

**President:** **Katie Cole**  
*Johnson, Pope, Bokor, Ruppel & Burns, LLP*

**Co-Vice Presidents:** **Joe Trepani** **Tom Whiddon**  
*Tech Data* *Retired – Lowe's*

**Secretary:** **Joy Sikorski**  
*Community Volunteer*

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*Tampa Bay Rays*

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*City of Clearwater Police Department*

**Debbie White**  
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## Citrus Leadership Council

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Warren Hill  
Christopher Howard  
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Lynelle Mays  
Joe Meek, III  
Lou Miele  
Terra Ross  
Debra Shields  
Ernest Thomas  
Russell Washburn  
Lynne West

## Hernando Leadership Council

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Mike Duncan (President)  
Khadijah Glast  
Gus Guadagnino  
George Martins  
Guiseppe "Joe" Prestigiacomo  
Elena Smith  
Shannon Trent

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**Big Brothers Big Sisters**  
of Pinellas County

918 W Bay Drive, Largo, FL 33770

### OFFICE LOCATIONS

#### PINELLAS COUNTY

918 W Bay Drive  
Largo, FL 33770  
727-518-8860

#### HERNANDO COUNTY

15120 County Line Rd.  
Spring Hill, FL 34610  
352-684-7904

#### CITRUS COUNTY

701 White Blvd. Ste. A  
Inverness, FL 34453  
352-344-0400

