



Big Brothers
Big Sisters®

OF THE BLUEGRASS

Community
Impact Report

VOL.2

DEFENDERS OF POTENTIAL 2019



Little Brother Tyler was matched in 2019 after waiting for over 3 years for a Big Brother.

NEW LOCATION. SAME URGENT MISSION.



BBBS BLUEGRASS RELOCATES FAYETTE COUNTY OFFICE

In the summer of 2019, Big Brothers Big Sisters of the Bluegrass moved to a new office location in Fayette County and later hosted a ribbon cutting ceremony. Remarks were made by Mayor Linda Gorton and other special guests. The new address is 181 W. Lowry Lane, Suite 150, in Lexington next to Kentucky Dentistry for Kids.

"The move into this new space with billboard-style signage will hopefully help us as we continue our efforts to recruit more volunteers to our agency," Andrea Ooten, President and CEO of BBBS Bluegrass, said. "Our office might have changed but our need for more volunteer mentors has not. Hopefully, this will help serve as a reminder and keep us in the forefront when individuals are making decisions about where they want to invest their support."



OUR **IMPACT** IS EVIDENT

WHAT ARE **ADVERSE CHILDHOOD EXPERIENCES (ACEs)**?

According to the Centers for Disease Control (CDC), ACEs are potentially traumatic events that occur in childhood, including exposure to experiences like:

- ✓ VIOLENCE, ABUSE, OR NEGLECT
- ✓ WITNESSING VIOLENCE IN THE HOME
- ✓ INCARCERATION OF A PARENT OR SIBLING
- ✓ MENTAL HEALTH PROBLEMS
- ✓ PARENTAL SEPARATION
- ✓ SUBSTANCE ABUSE

In a study published in November 2019, the CDC stated that traumatic events in childhood can be emotionally painful or distressing and can have effects that persist for years. However, 6 strategies were identified as being proven to mitigate the harms of ACEs.

1 of 6

PREVENTION STRATEGIES IDENTIFIED BY THE CDC IS
CONNECTING YOUTH TO CARING ADULTS THROUGH MENTORING PROGRAMS
LIKE BIG BROTHERS BIG SISTERS.

ADULTS WHO EXPERIENCED CHILDHOOD TRAUMA* ARE:

15x more likely to attempt suicide

4x more likely to be an alcoholic

4x more likely to inject drugs

3x more likely to have chronic illness

3x more likely to miss work

3x more likely to be depressed

2.5x more likely to smoke

According to America's Health Rankings, Kentucky has one of the highest prevalences of ACEs in the nation.

42/50

\$124
BILLION
is the annual cost
of ACEs in the U.S.



IN 2019, WE SERVED...

390 Kids

BUT THERE'S STILL

200+

Little's on our waiting list ...
Some who have been
waiting for over 2 years.

Statistics from Centers for Childhood Counseling, Centers for Disease Control, the National Center for Mental Health Promotion and Youth Violence Prevention, and U.S. Dept. of Health and Human Services. * Refers to those with 4+ ACEs.

2020 RECRUITMENT INITIATIVES



SPORTS BUDDIES PROGRAM

The Sports Buddies Mentoring Program launched in Lexington in January 2020 and provides unique opportunities for boys on our waiting list to participate in and watch sports with a kind and caring adult role model. While still a one-to-one mentoring program, Sports Buddies also offers additional structure and guidance in a group setting, as matches attend sporting events together with a professional BBBS staff member present.

SCHOOL-PLUS PROGRAM

School-Plus matches meet during the school day on the same day and time each week. In 2019, we expanded our School-Plus Program to include **Tates Creek and Millcreek Elementary Schools in Fayette County.** Other partners included **William Wells Brown, Booker T. Washington, and Breckinridge Elementary Schools in Fayette County.** In 2019, BBBS Bluegrass also received the **Golden Apple Award** for our partnership with the **Fayette County School System.**



COMMUNITY-BASED PROGRAM

Community-Based mentoring relationships involve one-on-one outings and activities doing things Bigs and Littles can enjoy together, like taking a walk in the park, going to a museum, attending one of our events, or just hanging out and talking! While most matches meet in the evenings or on the weekends, each match is unique and develops a schedule that works for them.

HIGH SCHOOL BIGS PROGRAM

In addition to our traditional School-Plus Program, we also offer a High School Bigs program in Montgomery and Jessamine Counties. This program matches elementary school children with high school students for a fun learning experience for both the Big and Little. In 2019, we had over 60 active Bigs in our High School Bigs Program. High School Bigs elementary school partners included **Camargo, Mapleton, Mt. Sterling, and Northview Elementary Schools in Montgomery County,** and **Rosenwald Dunbar in Jessamine County.**



MEET OUR 2019 AWARD WINNERS

Each year during our Match Appreciation Celebration, we recognize several individuals who have made a significant impact on our program over the course of the last year. Our **Big Brother and Big Sister of the Year Awards** highlight Bigs who have been matched in our program for longer than a year who have gone above and beyond; the **Silvey Award** is presented to a community partner who has worked alongside of BBBS to improve our programming and expand our reach; and the **Mike Scanlon Award** is presented to a BBBS board member who has been an outstanding leader to our organization.

BIG BROTHER OF THE YEAR



BIG SISTER OF THE YEAR



SILVEY AWARD



MIKE SCANLON AWARD



OTHER WAYS TO SHOW YOUR SUPPORT



MAKE A CONTRIBUTION

GENERAL DONATIONS

General donations can be made in a variety of ways, including:

- On our website at bbbs-bluegrass.org.
- **NEW - Through our Spare Change monthly giving program at bbbs-bluegrass.org/change**
- Workplace giving through an employee giving portal and/or matching gifts.
- Via check or cash, mailed to 181 W. Lowry Lane, Lexington, KY 40503.
- Through our Facebook page at facebook.com/BBBSBluegrass. You can even create your own fundraiser for your birthday!

IN-KIND + TICKET DONATIONS

In addition to monetary donations, BBBS benefits BIG time from in-kind donations, like:

- Donations of event or sports tickets for matches or for use in our Sports Buddies program
- Board games for our School-Plus Program
- Food for match activities and fundraising events
- Items for our annual gala's silent auction
- Other physical items that might benefit our matches and families. Past requests have included bed frames, mattresses, clothing, shoes, Christmas trees, etc.



SHOPPING + DINING

AMAZON SMILE

Amazon Smile provides the exact same products and secure checkout from Amazon. The BIG difference is that for every purchase made through Amazon Smile, Amazon will make a donation to charity!

To register for Amazon Smile:

1. Create an Amazon account at amazon.com.
2. If you already have an account, visit smile.amazon.com, search for "Big Brothers Big Sisters of the Bluegrass," and choose us as your charity.
3. Shop and help us help others!

KROGER COMMUNITY REWARDS

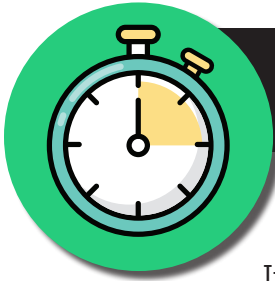
With every qualified purchase you make at your local Kroger store, a percentage can be given to Big Brothers Big Sisters of the Bluegrass to help fund our mentoring programs!

To register for Kroger Community Rewards:

1. Link your Kroger Plus Card account by visiting the Community Rewards page at kroger.com/communityrewards.
2. Click "enroll" and type "Big Brothers Big Sisters of the Bluegrass" or "HN236" into the search bar.
3. Make your regular purchases using your Kroger Plus Card. It's that easy!

THIRD-PARTY EVENTS + PROMOTIONS

Stay tuned to our social media pages, email blasts, and website for information on third-party events and promotions in support of BBBS! **2019 events included West Sixth's Pay it Forward Cocoa Porter program, restaurant fundraisers, "give back" events at popular shopping spots, and more!**



GET INVOLVED (OUTSIDE OF BEING A BIG)

SERVE ON A COMMITTEE

In addition to our Board of Directors, BBBS Bluegrass has a variety of committees that work together on initiatives, events, and other projects throughout the year. We have committees focused on everything from programming and fundraising to fun events, like our annual Fly Away Bash! Want to learn more about how to get involved? Contact President/CEO Andrea Ooten at aooten@bbbs-bluegrass.org.

WORKPLACE VOLUNTEER PROGRAMS

Do you work for a company that promotes corporate responsibility and encourages civic engagement? If so, your business may be a great candidate for a workplace volunteer program. We work with multiple businesses to offer ways for their employees to volunteer during the workday. **2019 partners included The City of Lexington, Valvoline, Traditional Bank, and Lexmark.** To learn more, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.

EVENT + PROJECT ASSISTANCE VOLUNTEERS

So, you want to volunteer but don't have time to commit to being a Big? You can still assist BBBS by volunteering at one of our many yearly events or by helping us with an in-office project! Past volunteer opportunities have included cooking for our matches, doing arts and crafts, etc. In-office projects vary, but may include assisting with large mailings, organizing files or rooms, painting facilities, and more. For more information, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.

HOST A LUNCH AND LEARN

If you work for a civically-minded organization, you may be interested in hosting a Lunch and Learn. We bring the lunch, and you do the learning! Or, we can speak at your regularly scheduled staff meeting about ways to get involved with BBBS. Whatever the occasion may be, we are flexible and are willing to work with the structure and schedule at your place of work. Interested? Contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.



COMMUNITY PARTNERSHIPS

BBBS has a variety of community partners throughout Central Kentucky. We offer a wide array of benefits and promotional opportunities in exchange for monetary and in-kind sponsorships. To learn more about Community Partnerships, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.



FUNDRAISING + EVENTS

We hold several fundraising initiatives throughout the year, some of which are accompanied by events. From fun peer-to-peer campaigns like "10 for \$10" and "Bowl for Kids' Sake" to exciting events like our annual gala, "The Fly Away Bash", there's something for everyone to get involved in! For more, see Page 9 or visit our website.

PARTNERSHIPS MAKE IT POSSIBLE



WKYT 2019
Presenting Sponsor

Pictured above at left, Community Engagement Director Afton Fairchild and 10 for \$10 Lead Defender Greg Funfsinn appear on WKYT's noon show; pictured above at right, Big Sister Tiffany and Little Sister Ke'Arrie and Little Brother D'mani and Big Brother Will pose at the WKYT news studios. Pictured directly below, WKYT's Andrea Walker interviews matches on the red carpet during the Match Appreciation Celebration; pictured bottom right, Big Brother Rob and Little Brother Jean-Louis anchor the first ever "Big News" segment.

BIG NEWS IN THE BLUEGRASS

WKYT has been one of BBBS Bluegrass' longest-running community partners. In addition to providing on-air opportunities and running public service announcements, WKYT helps BBBS in a variety of ways, including providing emcees and other assistance for events, and most recently, allowing Bigs and Littles a chance to come in to get an behind-the-scenes look at the WKYT news studios. In 2019, BBBS Bluegrass began producing "Big News in the Bluegrass", a bi-monthly news segment anchored by Bigs and Littles. Not only is "Big News" a fun experience for our matches, but it also gives us a unique way to highlight our sponsors while keeping our supporters up-to-date on all things BBBS. To check out our "Big News" segments, visit our YouTube channel at bbbs-bluegrass.org/bignews or check us out on Facebook!



WE PUT THE FUN IN FUNDRAISING

BOWL FOR KIDS' SAKE

Bowl for Kids' Sake (BFKS) is a longstanding tradition and our largest annual fundraiser, attracting more than 500 individuals from across Central Kentucky each year. Each spring, matches, families, sponsors, and community partners in Fayette, Madison and Montgomery counties come together for an afternoon of bowling, food, drinks, prizes, fun, and memories. **In 2019, we raised over \$106,000 during BFKS with the help of our supporters and sponsors!**



FLY AWAY BASH

The Fly Away Bash draws hundreds of people from across Central Kentucky out for a night in support of our cause. For the past three years, this fun, gala-style event has featured an evening full of delicious food and live entertainment. Each guest in attendance has an opportunity to win a trip to a pre-determined destination with the purchase of their ticket, with past events featuring trips to Charleston, New Orleans, and Miami. **In 2019, The Fly Away Bash raised over \$35,000 after expenses!**

10 FOR \$10 CAMPAIGN

For 10 days during the month of October, Defenders from across the region join forces to share our powerful new messaging, and attempt to raise 10, \$10 donations each. **Over 100 Defenders participated in 2019. In its second year, the 10 for \$10 Campaign was joined by Lead Defender Hicks & Funfsinn and raised \$20,000 for Big Brothers Big Sisters! Our top fundraiser for the second year in a row was Big Brother Jeff Whitford.**



DANCING WITH OUR STARS

In 2019, we hosted our first ever Dancing with Our Stars event in Montgomery County! This unique event features is held at the Clay Community Center and features an all-star lineup of local celebrities who dance the night away during a competition in support of Big Brothers Big Sisters. Competition winners in 2019 were Big Sister Janna Godby and Big Brother Trey Ishmael.

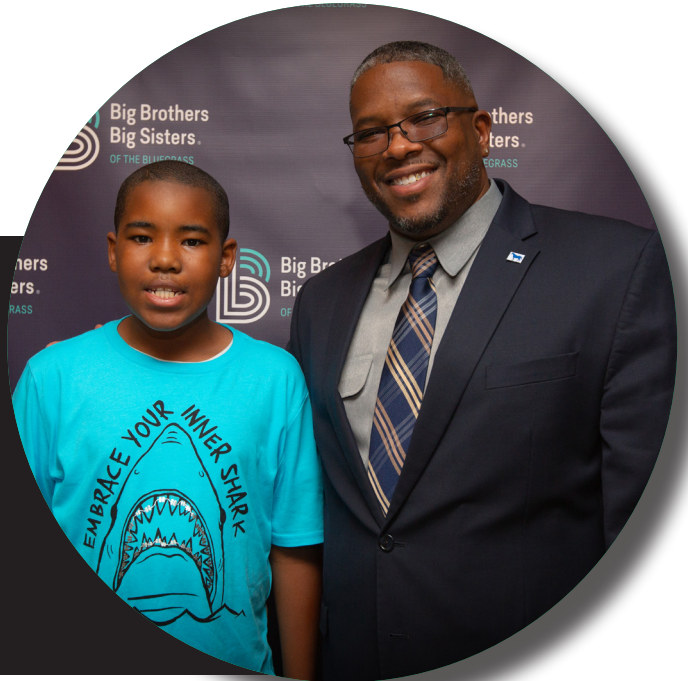
MATCH EVENTS + ACTIVITIES

LEXINGTON LEGENDS NIGHT

Each year, BBBS Bluegrass gets the opportunity to be a featured nonprofit during a Lexington Legends home game. Our matches always enjoy this fun evening out at the ballpark!

MATCH APPRECIATION CELEBRATION

The Match Appreciation Celebration is an annual event designed to celebrate our matches and recognize their potential! **In 2019, we transformed it into a red carpet event at the Lyric Theatre featuring a fun night of awards, success stories, entertainment, and prizes.** Each year, we recognize our Big Brother and Big Sister of the Year, Silvey Award winner, Mike Scanlon Award winner, graduating matches, and more.



BIG NEWS IN THE BLUEGRASS

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BIG HOLIDAY CELEBRATION

This annual event is held annually to celebrate the holiday season with our matches and their families. Breakfast is typically provided at the Living Arts & Science Center alongside other fun activities, including a visit from Santa!

CRIMSON CHRISTMAS

Each year, Transylvania University hosts a holiday event for BBBS called Crimson Christmas and provide gifts to kids in need! **In 2019, we celebrated the 28th year of this great event!**

BIKES FOR THE HOLIDAYS

This event, hosted with partners Audi of Lexington, WKYT, Raising Cane's, and the Bluegrass Cycling Club, provides new bikes to kids in our program. **In 2019, we were able to give away 200 bikes to children involved in BBBS and CASA of Lexington!**

A BIG THANKS TO OUR 2019 CORPORATE PARTNERS + GRANT FUNDERS

A. Wilson General Contracting	G&J Pepsi	National Christian Academy
Amazon	Gatewood Gay	Nel Morrison Trust
Arby's Foundation	Gateway Roofing and Construction	PNC Bank
Atchison Heller Construction	Gray Construction	QX.net
Audi of Lexington	Guardian Security	Raising Cane's of Lexington
AVT	Golden Corral of Richmond	Roberts Insurance
Ball Homes	Heart of Kentucky United Way	Ruggles Sign
Bank of the Bluegrass	Helderman & Jacobs Vision Center	R.W. Thompson Landscaping
Bayou Bluegrass Catering	Her Knight Foundation	Salomon & Co.
Beam Suntory	Hicks & Funfsinn	Sterling Physical Therapy
Bechtel Parsons Blue Grass	iHeart Radio	Stites & Harbison
Block + Lot	John T. Lane & Associates	Stout Printing
Bluegrass Cycling Club	KDMK	Superior Dry Cleaners
Blue Grass Community Foundation	Keeneland	The Miller Foundation
Bryant's Heating and Cooling	Kentucky American Water	The Walker Company
Canvas Event Furniture	Kentucky Colonels	The Zenith Co.
Central Bank	Kentucky Eagle	Toyota
Children's Charity of the Bluegrass	Kentucky Utilities	Traditional Bank
City Cartage	Key Oil Co.	United Way of the Bluegrass
Columbia Gas of Kentucky	Keystone Financial Group	Valvoline
Commonwealth Credit Union	Leadership Lexington	Walmart
Community Development Block Grant (City of Lexington)	Lexington Winnelson	West Sixth Brewing
Community Trust Bank	Linton Chiropractic	United Way of the Bluegrass
Crank & Boom Craft Ice Cream	Longship	U.S. Bank
Dairy Queen of Mt. Sterling	Malibu Jack's	West Sixth Brewing
Don Jacobs Automotive	Marksbury Family Foundation	Wildcat Moving
DMZ Productions	Messer Construction	WKYT
ESR Grant (City of Lexington)	Mt. Brilliant Family Foundation	YMCA of Central Kentucky
Friends of Coal	Mt. Sterling Kiwanis Club	+ Several Generous Anonymous Donors
	NAI Isaac	



DEFENDING POTENTIAL

2019