



Big Brother Big Sisters of the Bay Area

"It's important that a kid trusts the right people." – Big Brother Kirk

History and Background

Big Brothers Big Sisters (BBBS) is the oldest, largest and most effective youth mentoring organization in the country. It has been the leader in one-to-one youth services for more than a century, developing positive relationships that have a direct and lasting impact on the lives of young people.

Three local BBBS affiliates have been serving children in the Bay Area since 1959. In 2005, these three agencies (BBBS of San Francisco & the Peninsula, BBBS of the East Bay, and BBBS of Santa Clara County) with the strong support of our National Association, began the planning process to consolidate into a single unified agency. The goal was to build a vibrant, sustainable organization capable of serving a much greater segment of the population. In March 2006, this consolidation became official, and *Big Brothers Big Sisters of the Bay Area* was formed.

Our mission is to help children reach their potential through professionally supported one-to-one relationships with proven results. Big Brothers Big Sisters of the Bay Area's vision is to provide a caring adult mentor to every child in need across all five Bay Area counties. We are uncompromisingly committed to sustainable growth and excellence in service delivery.

We currently serve children in San Francisco, San Mateo, Santa Clara, Contra Costa and Alameda Counties. Over 85% of children currently enrolled in our programs qualify for free or reduced-price lunch, and over 70% of the families qualify for some type of public assistance. Many children who participate in our mentoring programs show symptoms associated with low incomes and living in distressed areas, including: juvenile crime and gang activity, low academic performance, and low self-esteem. Without intervention, many are unlikely to graduate high school.

Our 5 year plan sets a goal of serving 5,000 children annually, in the Bay Area by 2010. Since our consolidation, we have made significant progress towards this goal. We have served 817 children so far this fiscal year. We have functionalized roles, hired and trained additional staff, and are focusing on service delivery as an improvable metric. Over the past fiscal year, we have:

- Increased staff by 38%, while doubling the number of new matches made in 2006 over 2005. At the same time, the number of matches ending decreased by 52%, netting a tremendous overall performance improvement that far exceeded expectations.
- Improved sustainability with the hiring of a Chief Executive Officer in December of 2005, and the creation of a Development Department, now with three full-time staff members.
- Expanded our site and school-based programs to all five Bay Area counties; three new program sites opened this past year and three more being developed.