



Big Brothers Big Sisters

Little Moments. Big Magic.™

THE MARKET

Children growing up in America today face a seemingly endless list of daunting challenges — failing schools, fractured families, drug and alcohol abuse, violence, and incarceration. Statistics show that nearly one-third of all students in America's public high schools will not graduate.

The Big Brothers Big Sisters brand of one-to-one mentoring is a proven long-term solution to the challenges facing children, schools, and communities.

As the oldest, largest, and most demonstrably effective youth-mentoring organization in America, Big Brothers Big Sisters is dedicated to its singular mission of helping children achieve their full potential through professionally supported mentoring relationships with measurable impact.

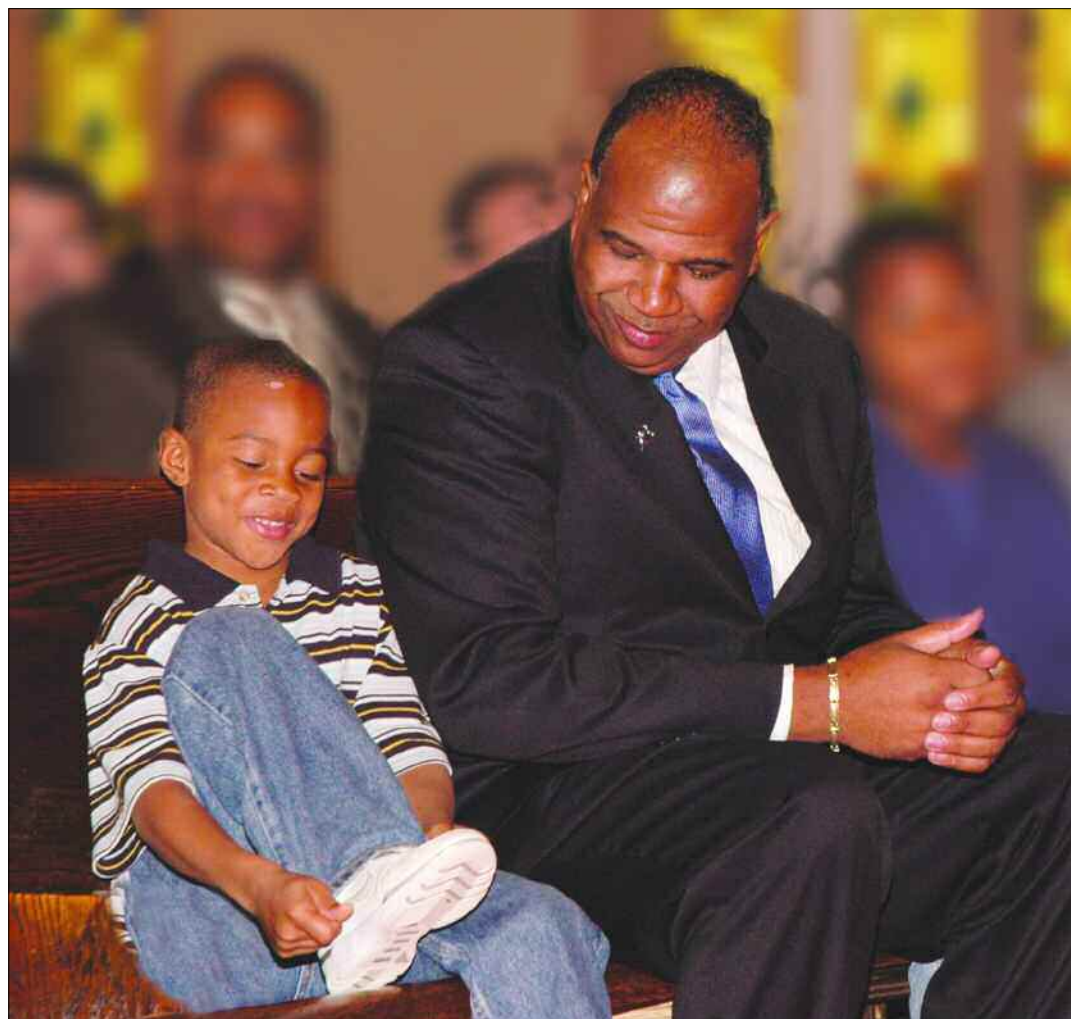
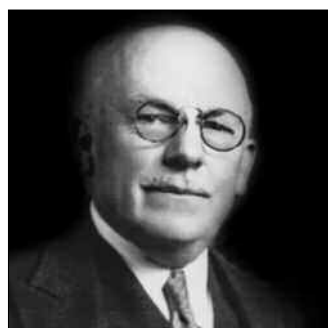
The Big Brothers Big Sisters brand is anchored by the simple joy of shared experiences and the lasting community impact of professionally supported friendships. The organization resonates with donors and volunteers by making a proven difference in the lives of young people, while providing a fun, easy volunteer experience.

ACHIEVEMENTS

The effectiveness and impact of Big Brothers Big Sisters' work has been proven in rigorous studies. Independent research showed that children matched with Big Brothers and Big Sisters are 46 percent less likely to begin using illegal drugs, 27 percent less likely to begin using alcohol, 52 percent less likely to skip school, more confident in their school work performance, and better able to get along with their families.

In 2005, Big Brothers Big Sisters affiliates:

- **Served more children:** Local Big Brothers Big Sisters agencies increased the number of children served to 234,000, a 5 percent increase over 2004.
- **Strengthened the future of young people:** More than 84 percent of 7,000 teachers polled reported Little Brothers and Sisters in school-based mentoring programs improved in at least one academic subject. In addition, more than 80 percent of both "Bigs" and parents said "Littles" in community-based mentoring programs improved their self-confidence.
- **Improved efficiency and controlled costs:** Big Brothers Big Sisters is committed to making every dollar donated work harder. In 2005, its real costs per child served (adjusted for inflation) decreased by 2 percent.



HISTORY

In 1904, a young New York City court clerk named Ernest Coulter was seeing more and more boys come through his courtroom. He recognized that caring adults could help many of these kids

stay out of trouble, and he set out to find volunteers. That marked the beginning of the Big Brothers movement. By 1916, Big Brothers had spread to 96 cities across the country.

At around the same time, the members of a group called Ladies of Charity was befriending girls who had come through the New York Children's Court. That group

would later become Catholic Big Sisters.

Both groups continued to work independently until 1977, when Big Brothers of America and Big Sisters International joined forces and became Big Brothers Big Sisters. More than a century later, Big Brothers Big Sisters remains true to its founders' vision of bringing caring adults into the lives of children.

The organization has also taken its mission abroad: Big Brothers Big Sisters International was founded in 1998.

THE PRODUCT

The power of Big Brothers Big Sisters' brand of one-to-one mentoring is in the shared, everyday experiences that help children realize new possibilities. It is also as much fun for the volunteer, who gets to "be a kid" again, as it is for the child, who shares special moments with a friend.

Big Brothers Big Sisters helps to build brighter futures, better schools, and stronger communities through two core programs:

- **Community-based Mentoring** is the traditional Big Brothers Big Sisters relationship, where volunteers and kids, or "Bigs" and "Littles," get together on their own to share fun activities they both enjoy.
- **Site-based Mentoring** allows Bigs and Littles to meet for one-to-one mentoring in the classroom, school library, school computer room, neighborhood community center, or other location. Bigs and Littles typically read together, play sports or computer games, or simply talk about life.

RECENT DEVELOPMENTS

Big Brothers Big Sisters has always been committed to bringing its life-changing program to all children who want or need a mentor.

In recent years, the organization has extended its brand by partnering with corporations and schools to maximize its Site-based Mentoring program. In 2005, Big Brothers Big Sisters served 119,700 children through its school-based mentoring program. Site-based Mentoring is not a tutoring program. However, these children consistently demonstrate better attendance, improved decision-making skills, and stronger academic performance.

Additionally, Big Brothers Big Sisters recognizes that young people in certain traditionally underserved communities may benefit from focused encouragement to reach their full potential and has recently targeted particular populations, including:

- **Children of incarcerated parents.** Statistics show children with an incarcerated parent are significantly more likely than their peers to spend time in prison. The positive intervention that a Big Brother or Big Sister provides can make the difference in these young lives.
- **Hispanic families.** Latinos currently make up about 14 percent of the nation's population. Over one quarter of Hispanic children under 18 in the United States live in poverty. Big Brothers Big Sisters' Hispanic Mentoring Initiative emphasizes connection with Latino communities and the recruitment of Hispanic volunteers.

PROMOTION

Big Brothers Big Sisters is aggressively expanding its one-to-one mentoring model in an effort to improve entire schools and communities. The organization has taken steps to celebrate its success and reinvigorate its proven brand. Promotions adding new momentum to this critical cause include:

- **Centennial campaign.** Big Brothers Big Sisters celebrated its first century of service to children in 2004 with a yearlong centennial celebration. Launched online in partnership with Yahoo! the campaign garnered more than 2.4 billion media impressions, featured a *Today* show reunion between Matt Lauer and his former



Little Brother, and substantially elevated the stature of the organization.

- **Little Moments Big Magic book.** To underscore the impact that Big Brothers and Big Sisters have on the lives of young people and their communities, the organization published a book of the best 100 stories from the first 100 years. Featuring a foreword by Wayne Brady, this book provided an inside view of Big Brothers Big Sisters' long-term impact across the nation.

- **Ad Council campaigns.** Since 2003, Big Brothers Big Sisters has been partnering with the Advertising Council to create award-winning public service announcements. Generating more than \$125 million in donated media value, these radio and television spots have helped recruit volunteers and raise visibility among donors.

- **Bowl for Kids' Sake.** For more than 20 years community members have been raising money for Big Brothers Big Sisters at annual bowling events across the nation. Each year more than 500,000 people participate in Bowl for Kids' Sake events. The more than \$20 million raised nationally ensures local agencies can continue to enroll, train, and support quality Big Brothers and Big Sisters for children who need them most.

BRAND VALUES

In a recent national survey, more than 80 percent of the public recognized the Big Brothers Big Sisters brand. Core values in building brand strength include: optimism, transformative friendships, Big

Brothers Big Sisters' proven effectiveness, and maximizing the untapped potential in every child.

In 2001, Big Brothers Big Sisters embarked on a strategic repositioning of its brand. Called "Brand New Thinking" this innovative platform launched the "Little Moments. Big Magic" tagline and focused on the universal accessibility and joy of sharing simple, life-changing moments with a young person.

The organization added new depth to its brand in 2006

by highlighting the powerful impact of Big Brothers Big Sisters in improving schools and communities by mentoring a generation of children who need it most.

The strength of the Big Brothers Big Sisters brand rests on its measurable ability to improve the lives of children and the collective future of communities nationwide.

THINGS YOU DIDN'T KNOW ABOUT BIG BROTHERS BIG SISTERS

- Big Brothers Big Sisters is made up of a network of 440 local affiliates in all 50 states.
- Big Brothers Big Sisters mentoring programs are in more than 12,000 schools across the United States.
- There are Big Brothers Big Sisters programs in more than 35 countries around the world.
- Amachi, the name of one Big Brothers Big Sisters' program that targets children of incarcerated parents, comes from a West African word that means "who knows but what God has brought us through this child."