

# IMPACT REPORT 2019



Thank you to all of our supporters and partners, because 2019 was an incredible year! We widened our reach and deepened our impact, igniting the potential in over 3,600 children. For Big Brothers Big Sisters of Eastern Massachusetts, 2019 was a year of innovative programming, expanded geographic outreach, and the adoption of powerful new technology tools. And we celebrated our 70th anniversary, still laser-focused on our mission: partnering with under-resourced families to provide their children with transformational, one-to-one professionally-supported relationships with caring adult mentors, so that their children will thrive.

## WE ARE

the largest one-to-one youth mentoring organization in New England, and we are committed to reaching and serving as many children as possible.

## WE ARE

a leader within the Big Brothers Big Sisters national network, and a proud affiliate of one of the most recognized, respected and impactful non-profits brands in America.

## WE ARE

at the forefront of new technologies and youth outcomes work that has broad implications for the mentoring field, and helps us to maximize our positive impact on children.

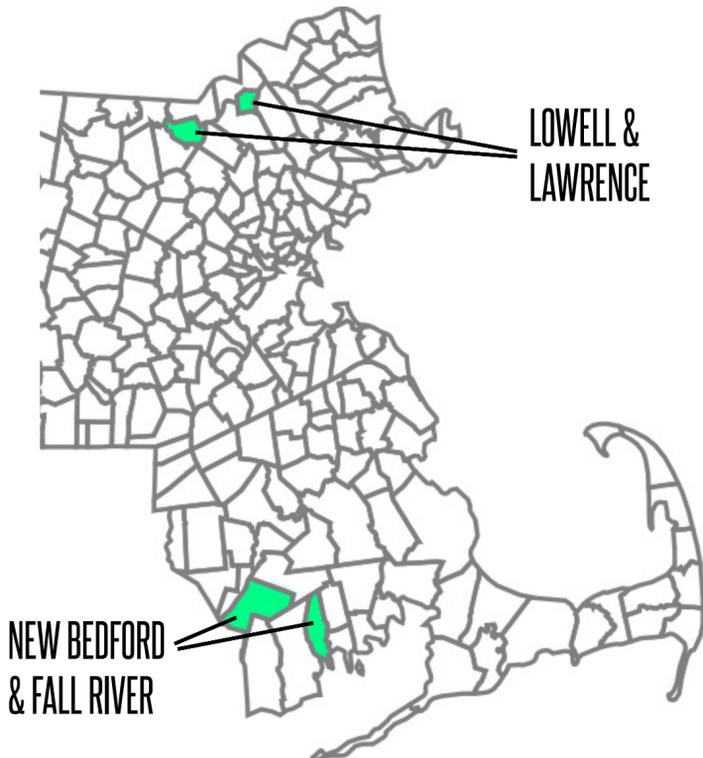
## WE ARE

proud partners with hundreds of schools, colleges, community organizations and other non-profits – working together to empower potential in children and achieve meaningful change in our communities.

## EXPANSION & INNOVATION

### EXPANSION

We recently began serving children in Lowell, Lawrence, and New Bedford/Fall River areas where thousands of children are in need of positive adult role models. Research conducted by the Massachusetts Mentoring Partnership identifies each of these cities as among those with the greatest “mentoring gaps” – having the most children in need of mentors, but the lowest numbers of children currently in formal mentoring relationships



### INNOVATION

We partner with key local institutions and organizations, developing creative service models that reach more children and attract more volunteers. Our unique Campus-Based Mentoring model connects hundreds of youth living in public housing with undergraduate student mentors, and provides these children with on-campus experiences that inspires their own collegiate and career aspirations.

In addition, we are launching our innovated Mentor 2.0 Program at our third Boston Public School, the Community Academy of Science and Health (CASH) this year. Mentor 2.0 is a technology enhanced one-to-one youth mentoring program directly targeting high school students. Mentor-mentee pairs build their relationships through weekly online communication and monthly in-person meetings.



Mentor Bhanu and Mentee Manny (11th grade at the EMK school).

“To be a mentor is about building strong and trusted relationships in order to foster the true potential of today’s youth that we hope will become brave and responsible leaders of tomorrow. It is about being a constant reminder to my mentee that he has the potential beyond the scopes of his own imagination. It is about caring, listening, and paying attention to him. It is also about self-improvements.” – Mentor, Bhanu

# WHERE WE'RE GOING

With our recent expansion, we have transitioned to a new name – Big Brothers Big Sisters of Eastern Massachusetts. The name change is a reflection of our regional growth and our drive to serve more youth through Eastern Massachusetts.



# UMASS PARTNERSHIP

The former industrial hubs of Lowell, New Bedford, Lawrence, and Fall River are home to thousands of families on the margins. Unlike the city of Boston, none of these small cities has a strong network of youth services, and as a result most children lack connections to supportive adults. According to the research done by the Massachusetts Mentoring Partnership, over 6,000 children in these cities would benefit from the support of a mentor, but less than 500 youth are currently engaged in a formal mentoring partnership.



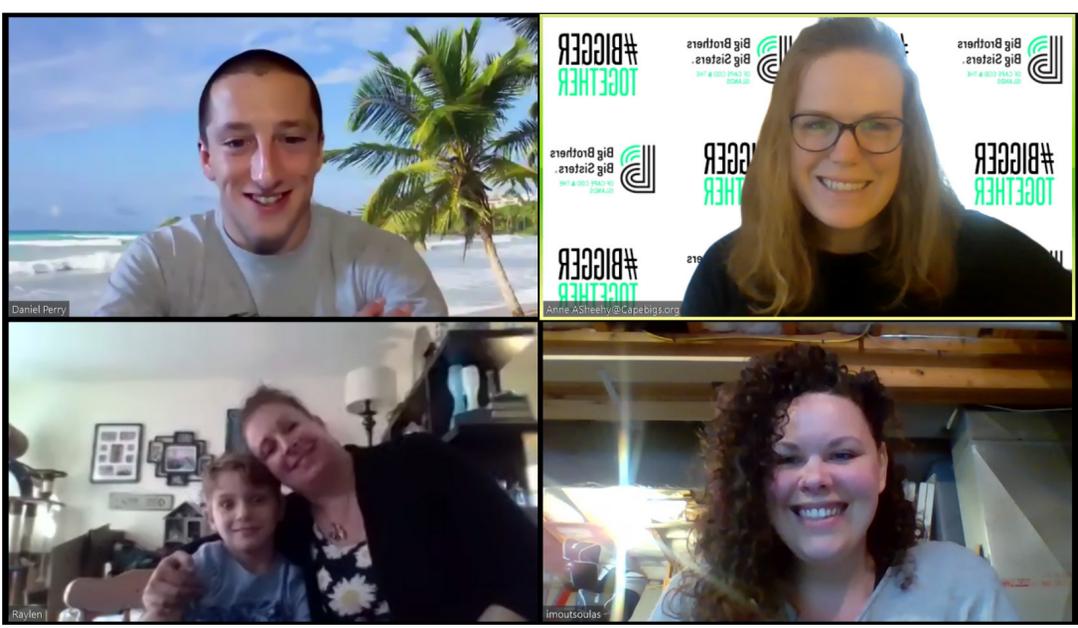
Little Brother Gyan shoots hoops with Big Brother Jason.

To address this gap in services, we partnered with the University of Massachusetts system to unlock the potential of youth in some of our new target communities. In the 2018-2019 school year we launched a Campus-Based Mentoring Program with UMass Dartmouth and youth living in New Bedford's Bay Village housing development. In Fall 2019 we also launched a School-Based Program with UMass Lowell and the Lowell Public Schools, serving kids at the Murkland Elementary School and a new Site-Based Program serving students at the Carney Elementary School in New Bedford.

In addition to the impact produced by these programs, they also raise the local profile of Big Brothers Big Sisters mentoring in these communities, and help to generate volunteers for our traditional Community-Based Mentoring program.

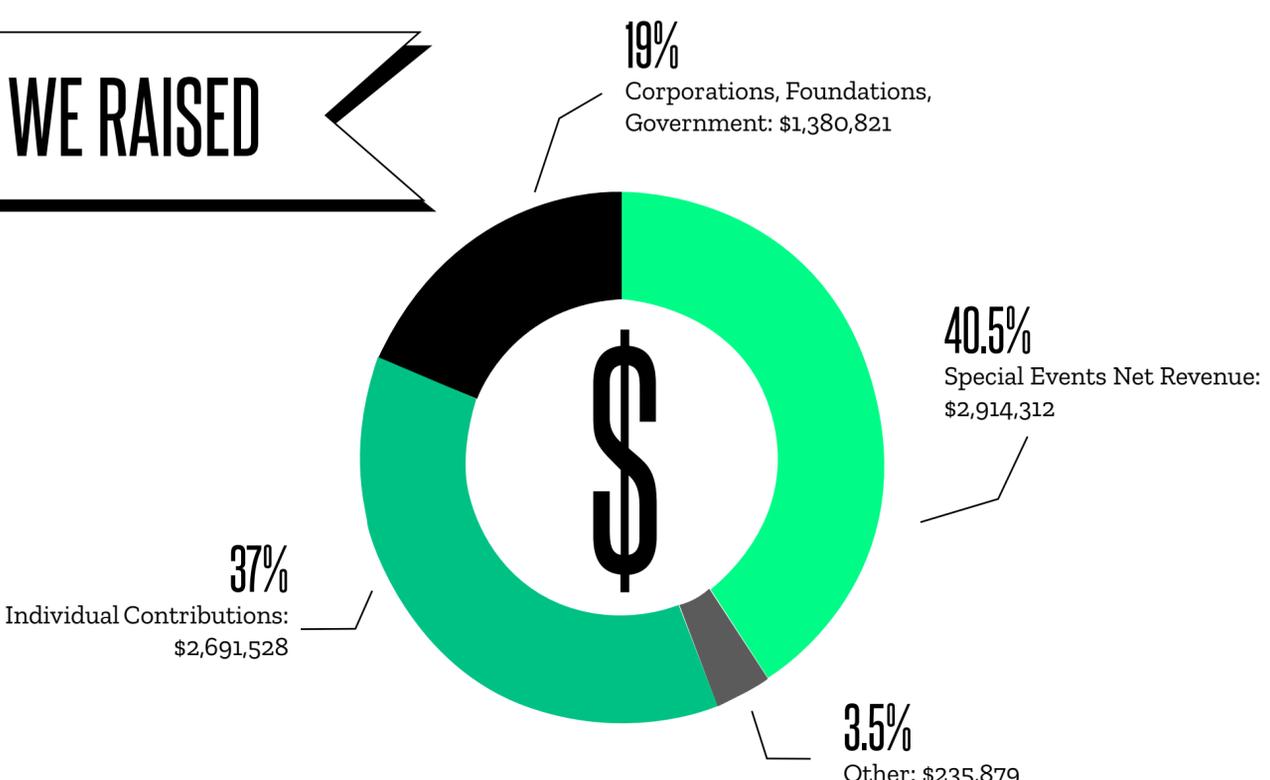
# VIRTUAL ENROLLMENTS

In response to our recent expansion, we have transitioned our typical in-person volunteer interviews at our office to include an online interview option for prospective volunteers. In utilizing technology, we're able to successfully and conveniently interview potential volunteers via Google Hangout. Expanding to this option provides a convenience to volunteers and has been a great way to engage with people who otherwise may have difficulty interviewing at our downtown office location.



# TOGETHER IN 2019

## WE RAISED



# WHICH HELPED US



Make  
**30,097**  
support calls  
during FY19



Interview  
**1,894**  
potential mentors  
during FY19



Make  
**1,241**  
new matches  
during FY19



 Big Brothers Big Sisters  
OF EASTERN MASSACHUSETTS

## AWARDED



## RATING BY



## CHARITY NAVIGATOR