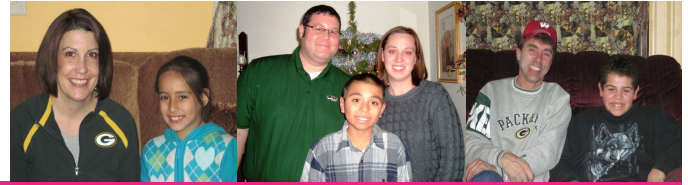




**Big Brothers Big Sisters
of Northeastern Wisconsin**



Match Times

Feb/March 2011

1345 West Mason St. Green Bay, WI 54303 Phone (920) 498-2227 or (800) 236-2227 info@bbbsnew.org www.bbbsnew.org

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It's time to dust off your bowling ball and join more than 600 supporters for the 2011 Bowl for Kids' Sake taking place on **Saturday, February 26** at Ashwaubenon Bowling Alley. Our 33rd Annual Bowl for Kids' Sake is sponsored by Green Bay Packaging, M&I Bank, Schneider National, Fox 11 and Star 98. The Schreiber Foods Company Bowl is scheduled for Friday, February 18 at Riviera Lanes. This is one of our largest fundraising events of the year.

It's a classic movie and TV theme so come dressed as your favorite movie or television character! This could include characters from: The Wizard of Oz, I Love Lucy or The Addams Family. Get creative! Prizes will be awarded for the best costumes.

You don't have to be a good bowler to participate in Bowl for Kids' Sake because it is a 9-pin tap (9 pins down counts as a strike). Supporters will receive: two games of bowling, shoe rental, T-shirt, food and multiple chances to win prizes.

Mentors and staff invest nearly 60,000 annually of 1-to-1 time with youth. This equates to \$8.68/hour, so every \$100 contribution provides nearly 12 hours of 1-to-1 time.

Youth having a mentor are:

- 52% more likely to remain in school
- 75% more likely to earn a 4-year degree
- 48% more likely to volunteer
- 81% more likely to hold a leadership role in an organization

Get a team together (or we'll add you to a Big Brothers Big Sisters' team), collect pledges from co-workers, friends and family; and join us on the lanes to have some fun while raising money for a great cause.

Individuals and teams can register online at www.bbbsnew.org (log on early for best choice of shift)!

Why Should I Support Bowl for Kids' Sake when I Already Volunteer My Time with a Youth?

Big Brothers Big Sisters is a volunteer and donor organization. We need both volunteers and donors in order to impact the lives of youth in the community. Bowl for Kids' Sake is the only time annually that we ask our mentors for their support AND it's a pledge event so all you need to do is share your story with family and friends. Most of us donate money to various charities throughout the year. Why would you not support an organization that you are already passionate about?

Letter from Executive Director

Performance Dashboard

Welcome to 2011! We are excited about another great year for Big Brothers Big Sisters and appreciate your involvement in our continued success. Several key items that we will be implementing from our 2011 Strategic Plan include:

- Continuing to build upon our Program quality from 2010 via our Youth Outcome Survey and Strength of Relationship Survey
- Offering a new Couples for Kids Program focused on recruiting more couples as mentors
- Investing in mentor recruitment and agency awareness via a media campaign from March-May (TV, radio, social media/Facebook, etc.)
- Recruiting more mentors – with a target on Young Professionals and Empty Nesters
- Impacting the lives of more youth by serving more children
- Increasing collaboration with other non-profit organizations to fulfill a societal objective to help children throughout our entire community
- Having successful events, including: Bowl For Kids' Sake (Feb. 26), Golf For Kids' Sake (June 13) and Taste of the Town (Nov. 4)

Continuing to be financially healthy as we were in 2010. Having a structured Performance Measurement system to be transparent to all audiences and track/show our goals and measures. See our website at www.bbbsnew.org for more details.

Begin looking for our mentor recruitment and agency awareness media on The Fan (radio station) and Time Warner Cable (ESPN, History, Food Network and Fox Sports Network) in early March. We are also planning to incorporate social media via more videos and YouTube – currently on our website and look for more details at the end of our TV commercials.

The recruitment is vital to serve more youth as we have approximately 100 youth on our Ready To Be Matched list – approximately 75% are boys. We are seeking to recruit more mentors, specifically men as we need MEN in MENToring!

During the next few months, give additional thought to someone who would be interested in mentoring a youth. It may be you, a friend, relative, co-worker or couple. Start Something by referring them to us or our website (forward one of our videos to them and/or share your own mentoring experience). Thank you.

David B. Yegeha

Youth Impact (Performance Measures)

Matches

- **Community-Based Youth Served** = 191
(2011 goal = 270)
- **Site-Based Youth Served** = 103
(2011 goal = 180)

Match Length

- **Community-Based** = 36 months
(2011 goal = 28 months)
- **Site-Based** = 7 months
(2011 goal = 13 months)

6 Month Retention Rate

Community-Based = 91.7% (goal = 85%)
Site-Based = not available (goal = 85%)

Youth Outcome Survey (YOS)

(8 categories... grades, educational expectations, risk attitudes, social acceptance, parental trust, truancy, scholastic competency, special adult)

- 100% Improvement in 1 category (Goal = 87%)
- 85.7% improvement in 3 categories (Goal = 60%)

How has your life been impacted?

The second week in April is National Volunteer Week. Our Annual Appreciation Dinner to honor everyone who put forth so much time and talent to make Big Brothers Big Sisters what it is today is scheduled for April 26.

For our 2011 Appreciation Dinner we want to let our mentors and youth know how important they are. Please write a paragraph about how your youth or mentor has impacted your life and we will include it in our dinner program for all to see.

Please consider writing a letter today. It does not need to be formal, just from the heart! Parents can also write a paragraph about their child's or children's mentor(s). Send letters to:

Big Brothers Big Sisters
1345 W. Mason St.
Green Bay, WI 54303

Or email it to:
info@bbbsnew.org

Due by March 30



Congratulations, Matches of the Month!

Our Outstanding Matches of the Month are Sponsored By **Chuck E. Cheese's, Arby's & Happy Joe's**

If you are chosen as an outstanding Match of the Month, you can choose from the following: 1 small pizza, 2 medium soft drinks and 10 tokens at Chuck E. Cheese's; 4 Regular Roast Beef Sandwiches at Arby's; or 1 medium pizza, 2 sodas, 2 ice cream cones, and game tokens from Happy Joe's. There are no substitutions as this is a donation to the agency.

February Match of the Month

Mentor's Name: Emily Kliner **Youth's Name:** Jeanna
How long have you been matched? One Year

Tell us about your picture:

Emily goes to Pulaski High School and Jeanna went to Bay Port. Our schools are big rivals. We always joke about which school is better. For Halloween we decided to dress up as extreme high school football fans, and we each wore our own schools' colors.

What are your favorite activities to do with each other?

Our favorite activity is to go to the Animal Sanctuary. We play with the cats and dogs and also take dogs for walks. We like to go play Bingo at a nursing home. Sometimes we get ice cream, go to the movies or play Wii. We also have a lot of fun doing seasonal activities like carving pumpkins, sledding and going to Bay Beach.

Tell us about a funny moment you shared together.

We have had a lot of funny moments and are constantly laughing when we are together. One time we went sledding and we hit a huge bump that we didn't plan on hitting. We ended up flying up in the air and landed really hard. We were in pain but we were laughing so hard. We also get together and play a dancing game on Wii. It is a lot of fun and it is silly to watch each other dance. Emily thinks it is funny when Jeanna sings along to the radio on the drive home. Jeanna thinks it's funny every time we go for ice cream and ice cream ends up everywhere, including Emily's hair and clothes.



March Match of the Month



Mentor's Name: Sarah Umentum **Youth's Name:** Paige
How long have you been matched? One year in March!

What are your New Year's Resolutions?

Paige: I want to get my babysitting license.

Sarah: Continue to make healthy choices in life and run a ½ marathon.

Together: We are going to help out more in our community by feeding the homeless and volunteering at the Humane Society.

Tell us about a funny moment you shared together.

The time Sarah and I went up north; it was my first time fishing and I got my line stuck in a tree! I didn't catch anything that day except that tree!

What are your favorite activities to do with each other?

- Ring bells for the Salvation Army at Christmas time
- Buy fresh veggies at the Farmer's Market to make salsa
- Go to Starbuck's to get a drink and do homework, or just talk
- Feed geese at the Wild Life Sanctuary
- Cook (pizza, salsa, cheesecake, apple pie are some things we've made together)
- Visit the Bay Area Humane Society
- Visit Bay Beach
- Ride bikes
- Go to the YMCA (Youth gets in Free!)
- Tie-dye T-shirts
- Give each other makeovers!
- Show each other our baby books and pictures of when we were younger

Guideline: Online Social Networking Reminder

Big Brothers Big Sisters of Northeastern Wisconsin

Effective Date: January 1, 2010

Rationale: Big Brothers Big Sisters of Northeastern Wisconsin recognizes that online social networking (Facebook, MySpace, Twitter, LinkedIn, Blogs, etc.) has become a very popular communication tool and that many of our mentors and youth use these websites. In general, personal use of social networking sites is typically for communications between peers, including friends and family. Big Brothers Big Sisters wants to reiterate that your relationship with your youth is that of a mentor in addition to a friend. Not all social networking sites are designed to support mentoring relationships.

Please proceed thoughtfully when inviting or accepting an invitation from your youth to a social networking site. If you have any doubts, please contact your Match Support Specialist and/or postpone your invitation or acceptance. If you do choose to participate in a social networking site with your youth, you must adhere to the following guidelines regarding any postings related to your match or affiliation with Big Brothers Big Sisters:

- Do not participate in any online communication with and/or about your youth unless you have discussed this with the parent/guardian and Match Support Specialist and have received their approval.
- Give the parent/guardian and Big Brothers Big Sisters your website address, and when possible, link your page to the Big Brothers Big Sisters page on that site so that we can follow along with your postings. We are active on Facebook.
- Never post any pictures of your youth online unless you have the written consent of the child's parent/guardian. That consent form should be filed with Big Brothers Big Sisters.
- Never post the last name of your youth, his/her parent/guardian or Big Brothers Big Sisters staff.
- Never post any contact information for your youth.
- Never post any identifying information about your youth (i.e.: child's home address, school the child attends, where the parent works, etc).
- Never post anything that could be perceived as judgmental or offensive to your youth or his/her parent/guardian.
- Make sure that your page settings are set to private, so that only people you approve can view your online content. Ensure that Big Brothers Big Sisters and the parent/guardian are approved if you plan to post content related to your match.
- Honor confidentiality guidelines within your match; be cautious when posting detailed information about conversations with your youth, their parent/guardian or with Big Brothers Big Sisters staff. Posting generalized information or status updates is typically appropriate, but lengthier postings or blogs containing in-depth information should be approved by the parent/guardian and by Big Brothers Big Sisters prior to posting.
- Be aware of other postings on your page that are not Big Brothers Big Sisters related or are inappropriate for minors. Know that as a Big Brothers Big Sisters volunteer you are a role model at all times. Please ensure that all content is appropriate and kid-friendly, in case your youth or his/her family were to read your social networking page. If the social networking site allows, create a separate group for your youth, his/her parent/guardian and Big Brothers Big Sisters staff that limits your youth's access to your general or universal postings.
- When in doubt about whether or not something is appropriate to post, consult with your Match Support Specialist prior to posting.

Failure to adhere to these guidelines may result in the termination of your match.

Happy Anniversary!

2011 Activity Calendar

10 years

Kerry and Trish Paulson & Deitric

7 years

DeLisse Brunette & Abigale

6 Years

Nancy Ledvina & Morgan
Lisa Casey & Mikayla
Amy Reineking & Amanda
Steven Smith & Jesse
Michelle Verhagen & Hannah

5 Years

Scott Denny & Raymond
Mary Donaldson & Lydia
Michelle Landreman & Arianna
David Ness & Kevin
Betty Roesch & Krystyna
Kimberly Shukosky & Jaycie-Ann

4 Years

Scott Andre & David
Ashley Huebscher & Victoria
Josh Palubicki & Trey
Elizabeth Sengkhammee & Txi Txi
Ashley Villarreal & Letisia
Jennifer Wischer & Kayle
Amanda Younk & Alejandra
Ricky and Sara Zellner & Caleb

3 Years

Maggie Eisenman & Tynne
Ashley Groskreutz & Sofia
Cheyne Herro & Shannon
Jennifer Morse & Marie
Paul Peterson & Joshua
Eduardo Pineda & Juan
Jake Underwood & Anthony
Dawn Ver Haag & Jill
Jana Zeige & Shelby

2 Years

Ben Coleates & Ivan
Jon DesChane & Zachary
Cassie Guelig & Karissa
Renae Hansen & Yalexia
Justus Hedeem & Tayler
Kimberly Knight-Weigert and Barry
Weigert & Matthew
Russell Nau & Zak
Craig Schmidt & Darwin
Michelle Yaeger & Michalla



1 Year

Vanessa Ashwood & Kiana
Jeanna Sperber & Emily
Maura Cherney & Cheyenne
Morgan Miller & Jasmin
Rachael Quist & Daniela
Brittney and Andy Jacobs & Jordan
Richard and Joan Swigert & Juan
Nicole Gast & Odalis
Angela Johnson & Jazilyn
Karen Petasek & Fantasia
Nathaniel Wine & Connor
Kevin Severa & Joshua
Gabriel Gomez & Tony
Greg Boley & Nic
Sarah Umentum & Paige
Craig Diener & Macario
Mai Yia & Mai

New Matches!

Amy Borley & Clarity
Rebecca Brown & Abby
Alexa Brunt & Allura
Becky Doyle & Issabelle
Danielle Furton & Victoria
Kaila Gerzetch & Elizabeth
Rachel Henn & Jasmine
Joshua Holzhaeuser & Kendric
Bethany Koerner & Bailey
Marge Kraszewski & Stephanie
Lauren Lathers & Istiona
Karlee Matuszak & Jeanette
Krista Mc Mahon & Trinity
Alex and Susan Moran & Garon
Justin Newton & Grant
Andy Pennenberg & De'Arquise
Tom Peterson & Caleb
Andrew Regent Smith & Tyler
Rachel Schindler & Emily
Sam Seefeld & Jacob
Joe Shefchik & Russell
Nicholas Thompson & Michael
Mimi Trinh & Lilianna
Rachel VandeHei & Hannah
Megan Wagner & Keanna
Michaela Williams & Nathan
Dennis and Michelle Zack & Elijah



Get your planners out and make sure to pencil in this year's match activities. A variety of match activities have been planned for the year. Match activities provide matches the opportunity to meet other matches and their Match Support Specialist. There may be a small cost associated with some activities. We hope to see you there!

- February – Pre-Kick off to Bowl for Kids' Sake at Willow Creek Lanes (February 16)
- March – Milwaukee Buck's Game
- April – Movie Night and Marine Activity
- May – Roller-skating
- June – First Tee Golf
- July – Bullfrogs or Blizzard Game
- August – Match Picnic
- September – Zoo
- October – Hayride
- November – None
- December – Holiday Party

Site-Based Corner

Here are some fresh new ideas to add some enthusiasm to your match:

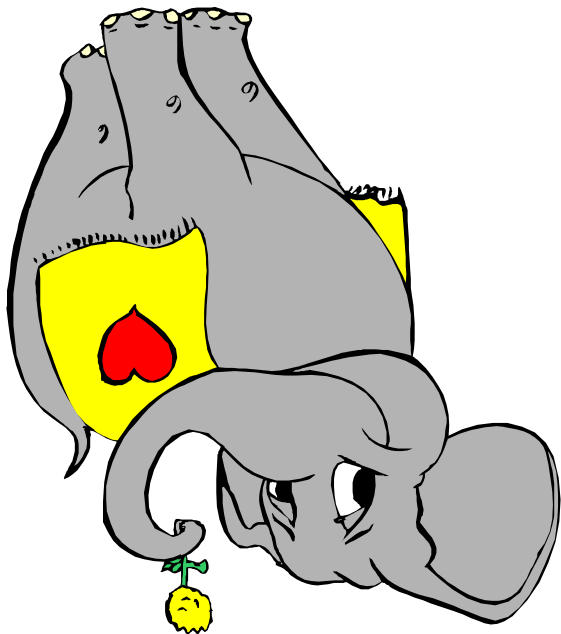
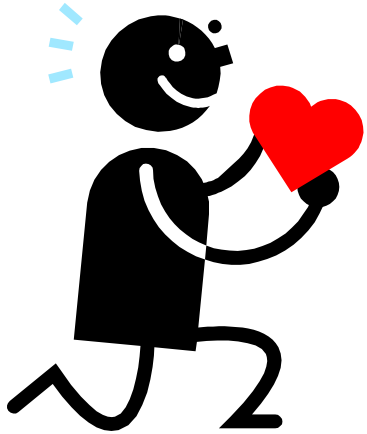
- NEW*** Check out the monthly update email for printable match activity ideas, a monthly match support tip, and more.
- NEW*** Check out Character Building Scenarios that can be found in the Big Brothers Big Sisters binder at your site.
- Talk to your youth's teacher or guidance counselor! Get their email address so you can discuss your youth's needs with them directly.
- Make a gratitude list and add to it each week.
- Read the same book and discuss each week.
- Make an "All About Me" Scrapbook.

Need more? Contact your Site-Based Coordinator, Stacie (stacie@bbsnew.org), for additional ideas!



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1345 W. Mason St Suite 210
Green Bay, WI 54303

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