Our vision is that all children achieve success in life.

Our mission is to provide children facing adversity, with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

Accountability Statement: We partner with parent/guardians, volunteers and others in the community and hold ourselves accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success
2017 Board of Directors

**Chris Letsinger, President**
*Charter Communications and Big Brother*

**Trent Randolph, Immediate Past President**
*Northwest Shoals Community College*

**Sherri Baker, Vice President & Treasurer**
*Sheffield City Schools*

**Dan Hallock, Secretary**
*University of North Alabama, College of Business*

**Kyle Brown – Assistant DA**

**Tammy Wilson – Colbert County DHR**

**Derrick Chatman—TVA**

**Kaytrina Simmons—Snelling Staffing & Florence City Council**

**Jenny Kennedy—HR Kennedy, LLC**

**Brenda Butram—Tom Jones Insurance & former Big Sister**

**Timothy Wakefield—Business Owner**

**Jacob Green—Franklin County JPO**

Honorary Board Members:
**Mitch Hayes – Attorney**
**Pam Fleming - Helen Keller Wellcare Director**
BBBS STAFF

Gina D. Mashburn  
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Kathy Ransom  
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Marissa Blaylock  
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Beatrice Hardin  
VISTA Volunteer  
Red Bay Buddies Coordinator  
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Teresa Tucker  
Aim High mentoring Coordinator  
Ttucker@scs.k12.al.us

Carole Fowler  
Russellville City Schools  
School Based Coordinator  
carole@bbbsshoals.org
2017 was a year of changes for our agency. We were blessed to receive two new grants from the Alabama State Dept. of Child Abuse and Neglect prevention totaling $44,000. This enabled us to hire Marissa Blaylock as a Public Awareness & Recruitment Coordinator and Carole Fowler as a School Based Coordinator for our new program at Russellville City Schools. In turn, our beloved Enrollment and Match Specialist, Holly Morrison, choose to leave us for other opportunities closer to her home.

Marilyn Hunter was selected as our Big Sister of the Year. She and her Little Anniyah share a very loving and close relationship. We are very proud to have her serving as a Big.

Our organization has been blessed throughout 2017 with many community partners, funders and individuals who support our mission and help to bring role models to the children facing adversity in our programs. We were privileged to serve 57 children through our Community Based programs and 80 children in our School Based programs at Sheffield and Red Bay, for a total of 137 children matched. Numerous other children were enrolled as Ready to be Matched and were able to attend our children’s events and activities throughout the year., thanks to a grant from the Junior League.

We look forward to what new opportunities and partnerships will come our way in 2018. But most of all, we are hopeful to bring many more positive role models to the lives of our Littles.

Sincerely,

Gina D. Mashburn, CEO
Our Programs

Community Based
Our community based program serves children facing adversity in Colbert, Franklin and Lauderdale counties. Adult volunteers who have been thoroughly screened spend at least 4 hours a month with their Little participating in activities in the community that they both enjoy.

School Based
School based Mentoring allows high school students and adults from the community to visit mentees in the safe and structured environment of the school setting.

- Aim High Mentoring at Sheffield City Schools sponsored by The Alabama State Dept. of Child Abuse and neglect Prevention
- Red Bay Buddies at Red Bay schools sponsored by Sunshine Mills, Inc.

Program Activity for 2017

Total Children Matched in all programs: 137

Scale
- 56 New Matches Made
- 57 Matches closed
- 137 total children matched

Quality
- Average Match Length 16 months
- 12 Month Retention Rate 45%
2017 Fundraising Events

- **Bowl for Kids Sake** our major fundraiser for the year was held March 10-12th at Lauderdale Lanes in Florence. Corporate sponsors, community groups and individuals contributed to another successful event. BFKS income totaled $25556!

- **Celebrity Waiting Game** was held for the fourth year in a row. Hosted this year by Logans Roadhouse, Florence and Champy’s Famous Fried Chicken in Muscle Shoals. Area celebrities and politicians waited tables who see who best Serves the Shoals. Taking place on October 30th from 5:30 pm until 8:30 pm, this event raised $6510.

- **Start Something “Reel” Bass Tournament** our sixth annual bass tournament fundraiser took place at day break on April 29th. We coupled this event with a fun day of fishing for our Littles. It was a gorgeous day at Sheffield Riverfront Park. Thanks to the fishermen and our sponsors, we raised $8085 for our programs!

- **Give a Little Love Tennis Tournament** was held June 10th at Cox Creek Courts, hosted by Peggy & Mike Claiborne. Thanks to the participants and our sponsors and additional donations during the event, we raised $2447 for our programs!

- **Holiday Window Painting Project** Youth Leadership Shoals took us on as a December project. They worked together to sale, paint and then clean up Holiday Window art for local Chamber businesses. The project which raised $1532.
2017 Calendar

January
- January 10th Board Meeting
- Volunteer Appreciation & National Mentoring Month
- Marilyn Hunter was selected as Big Sister of the Year for the Shoals agency for 2017
- New employee, Marissa Blaylock, starts as Public Awareness and Recruitment Coordinator

February
- February 7th Board Meeting
- 2016 Annual Report reviewed
- 2016 Big Sis of the Year for the State of Alabama Amber Fleming and Little Sister, Bailie meet Governor Riley.

March
- March 14th Board Meeting
- March 10, 11 & 12th Bowl for Kids Sake
- Risk Management Plan reviewed & approved
- Agency Self Assessment Due to BBBSA
- Staff attend Child Safety Conference in Decatur
- Lynette Horton nominated by the agency for Volunteer of the year at the Franklin County Chamber Awards Banquet.
- Steve Trash VIP Experience for Littles

April
- April 11th Board Meeting
- Independent Financial Audit complete
- CTF Billboard for Child Abuse Prevention Month
- Bigs and Littles art activity at The Artsy Place
- Visit local Legislators with other CTF grantees for Child Abuse Prevention Month
- April 29th Bass Tournament
2017 Calendar continued

**May**
- May—no Board Meeting (changed to bimonthly)
- Red Bay Buddies Mentor Appreciation dinner
- Carole Fowler hired for Golden Tiger Bigs School Based program at Russellville City Schools
- Bigs and Littles event at Chuck E Cheese’s
- Academy Sports Treat our Littles to a shopping Spree

**June**
- June 13th Board Meeting
- June 10th Tennis Tournament
- Annual Picnic at Gattman Park
- CEO attends BBBSA National Conference in San Diego.

**July**
- Pool Party for agency participants—Royal Ave. Rec.
- July 31st CTF Grantee Training at Ross Bridge

**August**
- August 8th Board meeting
- Skate Party for Bigs and Littles
- Booth set up at Russellville’s Watermelon Festival
- Sheffield City Schools/BBBS school based mentoring program is funded for the 17th year.
- CEO Evaluation
- Our first Bigs with Badges match Aug. 25th
2017 Calendar Continued

**September**
- Board Policy Manual reviewed
- United Way Kickoff and Day of Caring
- Booth at Northwest Alabama State Fair
- State Directors Retreat
- ATO Gladiator Games for our Littles
- BBBS Office facilities & Emergency Procedures are reviewed

**October**
- October 10th Board Meeting
- 5th annual Geek Gathering event hosted by locals with some proceeds benefitting BBBS.
- Program Audit by BBBS of America
- Review Fund Development Plan
- Board Policy Manual updated and approved
- Domestic Violence Training for staff
- Celebrity Waiting Game was held on Oct. 30th at Logan’s Roadhouse and Champy’s Fried Chicken.
- Trunk or Treat downtown Sheffield
2017 Calendar Continued

**November**
- Board Self Assessment conducted
- Budget Planning meeting for 2018

**December**
- December 12th Board Meeting
- 2018 Budget approved
- Highland Park Baptist Church in Muscle Shoals hosted “Gifts from Heaven” for our Littles.
- Annual Christmas Party and Staff Training in Birmingham.
- Liability Insurance coverage was reviewed & approved
- Youth Leadership Shoals adopted BBBS for their December Window Painting project.
- Littles treated to Justice League movie by AMC and BBBSA
- Aim High enters Sheffield Christmas Parade
- Agency Bylaws reviewed
- Review/update Service Delivery/Program Manual
**2017 Diversification of Revenue**

$152,896

- United Way: $7,505.00 (5%)
- Fundraising Events: $42,139.00 (27%)
- Contributions: $31,579.00 (21%)
- Grants: $22,687.00 (15%)
- Other: $48,986.00 (32%)

**2017 Expenses $162,017**

- Program Services: $144,195.00 (89%)
- Management & General: $6,481.00 (4%)
- Fundraising: $11,341.00 (7%)
2017 Agency Events