



**Big Brothers
Big Sisters.**

OF THE SHOALS

2018

Annual Report



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



2018 Board of Directors

Page 3

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

Tammy Wilson, Secretary
Retired Colbert County DHR

Kyle Brown – Assistant DA

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



Chris Letsinger



Trent Randolph



Sherri Baker



Tammy Wilson

BBBS STAFF



Suzanne Simms
Match Support Specialist
Suzanne@bbbsshoals.org

Gina D. Mashburn
CEO
gina@bbbsshoals.org



Marissa Blaylock
Enrollment & Match Specialist
Marissa@bbbsshoals.org

Kathy Ransom
Customer Relations
Kathy@bbbsshoals.org



Teresa Tucker
Aim High mentoring Coordinator
Ttucker@scs.k12.al.us

Beatrice Hardin
VISTA Volunteer
Red Bay Buddies Coordinator
Beatrice@bbbsshoals.org



Carole Fowler
Russellville City Schools
School Based Coordinator
carole@bbbsshoals.org





A Letter from Leadership

2018...What a year! Our biggest surprise and change was the rebranding that Big Brothers Big Sisters of America revealed in June. We were totally surprised by the new logo, color change and tag line..."Defenders of Potential". The rebrand was long overdue and well received by affiliates all over the country.

Lynnette Hardin was selected as our Big Sister of the Year. She and her Little, Madison have been together since March 14, 2011. Lynette has been a fantastic role model and friend to Madison and this match has experienced many accomplishments over the years. So much so that Lynette was chosen as Big Sister of the Year for the whole state of Alabama! Congratulations Lynette and Madison.

Our organization has been blessed throughout 2018 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 52 children through our Community Based programs and 106 children in our School Based programs at Sheffield, Russellville and Red Bay, for a total of 158 matches. 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 Shoals.

As we say goodbye to 2018, our old logo and the color purple, we are excited for 2019 and all of the parents, volunteers and children we are yet to meet. But most of all for new opportunities to ignite and defend the potential of Shoals Area children.

Sincerely,

Gina D. Mashburn, CEO



Gina & Liletta Jenkins of the Alabama State Dept of Children's Affairs

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



Sunshine
MILLS, INC.

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.
- Golden Tiger Bigs funded by the Alabama Dept. of Child Abuse and Neglect Prevention



Program Activity for 2018

**Total Children Matched
in all programs: 158**



Scale (Children Served)

- 78 New Matches Made
- 220 Matches closed
- 158 total Matches

Impact (Quality)

- Average Match Length 20 months
- 12 Month Retention Rate 61%
- Match Support Done 68%

2018 Fundraising Events

- ♦ **Bowl for Kids Sake** our major fundraiser for the year was held March 9-11th at Lauderdale Lanes in Florence. Corporate sponsors, community groups and individuals contributed to another successful event. BFKS income totaled over \$31000!
- ♦ **Celebrity Waiting Game** was held for the fifth year in a row. Hosted this year by Texas Roadhouse, Florence and Outback Steakhouse in Muscle Shoals. Area celebrities and politicians waited tables who see who best Serves the Shoals. Taking place on October 22th from 5:30 pm until 8:30 pm, this event raised \$8720.
- ♦ **Start Something “Reel” Bass Tournament** our seventh annual bass tournament fundraiser took place at McFarland Park on April 7th. We were unable to have our Littles out to fish due to the SNOW! All was well in the end as we netted \$8530 for our programs thanks to the fishermen and our sponsors.
- ♦ **Turkey Trail Ride** was hosted by the Spinning Spoke Cycle Shop and the Shoals Mountain Bike Club. Turkey Chili was served and participants enjoyed a 5 or 10 mile race, a group wilderness ride and a wilderness hike. \$305 was raised.
- ♦ **Holiday Window Painting Project** Youth Leadership Shoals continued partnering with us on their December project. They worked together to paint and then clean up Holiday Window art for local Chamber businesses. The project raised \$2284.



2018 Calendar

January

- Volunteer Appreciation & National Mentoring Month
- Lynette Horton was selected as Big Sister of the Year for the Shoals agency for 2018
- Kyle Brown speaks at Alpha Phi Alpha MLK Jr. Unity breakfast for BBBS



February

- February 13th Board Meeting
- Match Support Specialist Suzanne Simms is hired
- Gina made Legislative visits with other BBBS directors
- 2017 Annual Report Reviewed

March

- March 9-11th Bowl for Kids Sake
- Risk Management Plan reviewed & approved
- Agency Self Assessment Due to BBBSA
- Staff attend NCAC Child Abuse Symposium in Huntsville

April

- April 10th Board Meeting
- Independent Financial Audit complete
- Child Abuse and Neglect Prevention Awareness month—set up booth at CPC event
- Bigs and Littles art activity at The Artsy Place
- Aim High end of year party
- April 7th Bass Tournament



2018 Calendar continued

May

- May –no Board Meeting (changed to bimonthly)
- Red Bay Buddies Mentor Appreciation lunch
- Academy Sports invited Littles to meet the TN Titans
- Bigs and Littles event at Chuck E Cheese's
- Volunteer Appreciation at BBBS office

June

- June 12th Board Meeting
- BBBS nominated as Non Profit of the Year at Shoals Chamber Business of Excellence awards
- Annual Picnic at Gattman Park
- CEO attends BBBSA National Conference in St. Louis

July

- No Board Meeting
- Pool Party for agency participants—Royal Ave. Rec.
- Staff set up booth at Chillin with the Cramer Center for W C Handy festival

August

- August 14th 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 18th year.
- CEO Evaluation
- Booths at Michael Center, Special Needs Carnival & Target National Night Out



2018 Calendar Continued

September

- Board Policy Manual reviewed
- United Way Kickoff and Day of Caring
- Booth at Northwest Alabama State Fair—won 1st prize
- State Directors Retreat to Gadsden
- Muscle Shoals Freshmen feature BBBS in Homecoming parade
- The Geek Expo to benefit BBBS
- BBBS Office facilities & Emergency Procedures are reviewed
- Booths at UNA, Todd Center and Muscle Shoals Rec.
- 3 Wheel Drive kicked off our Shoe Drive at FloBama



October

- October 9th Board Meeting
- 48 News features BBBS' need for volunteers
- Review Fund Development Plan
- Board Policy Manual updated and approved
- Booths at First Friday & TVA
- Celebrity Waiting Game was held on Oct. 22th at Texas Roadhouse and Outback Steakhouse
- Trunk or Treat downtown Sheffield & Texas Roadhouse
- Review/update Personnel Policy Manual

2018 Calendar Continued

November

- No Board Meeting
- Board Self Assessment conducted
- Budget Planning for 2019
- Staff attend Suicide Prevention training at Riverbend
- Annual BBBS of Alabama training in B'ham
- TVA retirees paint the BBBS hallway grey
- Bigs & Littles trip to SkyZone
- VISTA Volunteer, Tina Nesbitt joins BBBS
- Turkey Trail Ride Fundraiser hosted by the Spinning Spoke

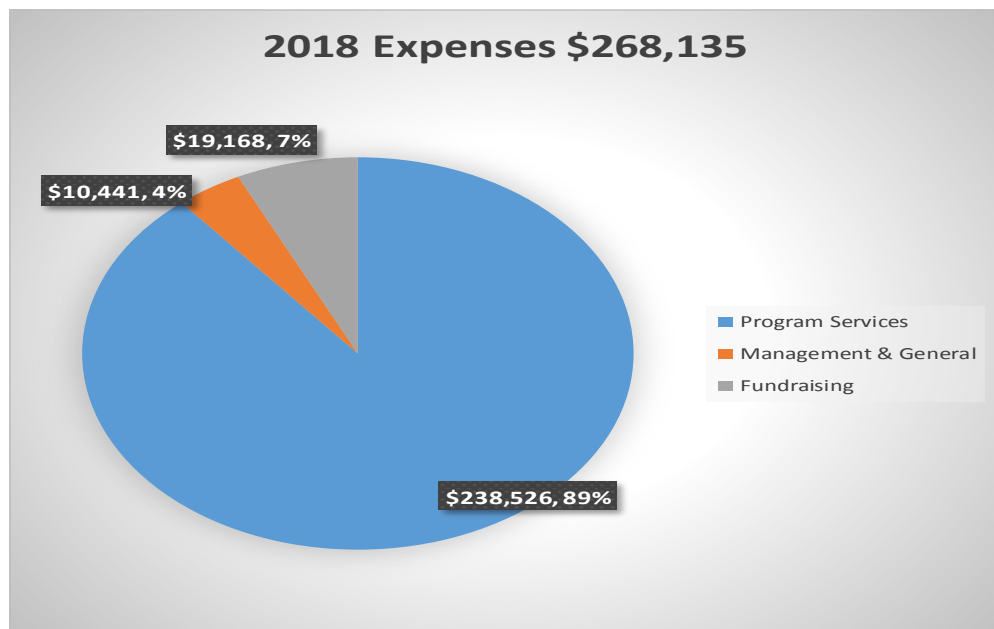
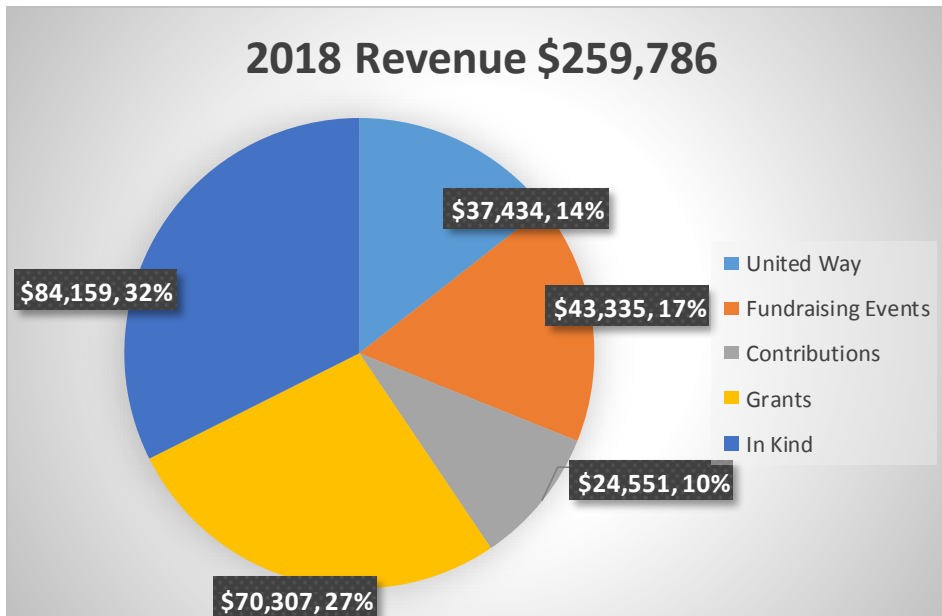


December

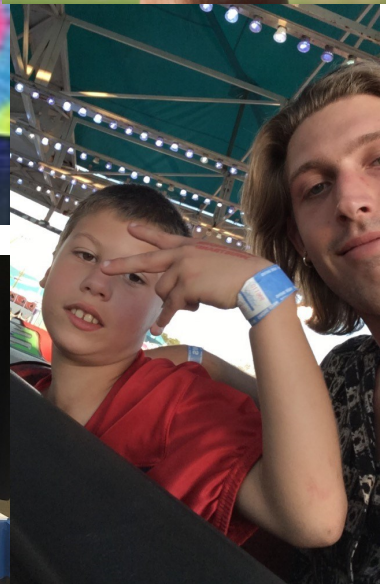
- December 11th Board Meeting
- Christmas Party for Bigs and Littles at Chuck E Cheese's
- Liability Insurance coverage was reviewed & approved
- Youth Leadership Shoals adopted BBBS for their December Window Painting project.
- Agency Bylaws reviewed
- BBBS featured on a "radio break" on The FIX
- Review/update Service Delivery/Program



2018 Finances



2018 Agency Events





**Big Brothers
Big Sisters.®**

OF THE SHOALS

505 N. Columbia Ave.
Sheffield, AL 35660

Phone: 256-248-1931

Fax: 256-381-5386

E-mail: gina@bbbsshoals.org
www.bbbsshoals.org