



**Big Brothers
Big Sisters.**

OF THE SHOALS

2019



Annual Report



Our **VISION** is that all Youth achieve their full potential.

Our **MISSION** is to create and support one to one mentoring relationships that ignite the power and promise of youth.

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



2019 Board of Directors

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Sherri Baker, President
Sheffield City Schools



Sherri Baker

Chris Letsinger, Immediate Past President
Charter Communications and former Big Brother

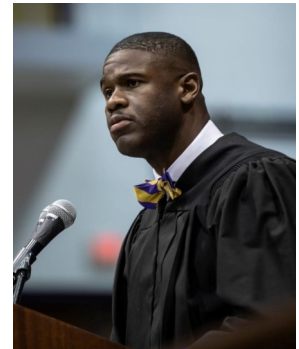
Kaytrina Simmons, Vice President
Snelling Staffing & Florence City Council



Kaytrina Simmons

Derrick Chatman, Treasurer
TVA & former Big

Tammy Wilson, Secretary
Retired Colbert County DHR



Derrick Chatman

Trent Randolph,
Northwest Shoals Community College

Jenny Kennedy
Kennedy, LLC

Trent Randolph

Timothy Wakefield
Spinning Spoke Cycle Shop—Business Owner

Lisa Gardner
Colbert County Assistant DA

Chad Young
Realtor

Michelle Hyde
Johnsonville Sausage & former Big Sister

Mitchell Ryan
Attorney & former Big



Chris Letsinger

Honorary Board Members:

Mitch Hayes – Attorney
Pam Fleming - Helen Keller Wellcare Director
Jacob Green—Franklin County JPO



Tammy Wilson

BBBS STAFF



Suzanne Simms
Match Support Specialist
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Haley Irons Peden
Enrollment & Match Specialist
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Beatrice Hardin
Red Bay Buddies Coordinator
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Carole Fowler
Russellville City Schools
School Based Coordinator
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A Letter from Leadership

2019 brought a few changes as we said goodbye to Marissa Blaylock and welcomed Haley Peden as our new Enrollment and Match Specialist. Kathy Ransom and Tina Nesbitt completed their VISTA service with us and we were able to hire each of them on a part-time basis. Suzanne Simms continues with us part-time as Match Support Specialist. We are blessed to be able to continue employing Beatrice Hardin and Carole Fowler at our school based programs in Franklin County and to continue to partner with Sheffield City Schools and the incredible Teresa Tucker for Aim High Mentoring.

We have so many fantastic volunteers! But this year we selected Ashley Counts as Big Sister of the Year and DeMarcus Anderson as Big Brother of the Year. As this is written, Ashley and her Little Sophie have been together for 3 years and right after Jaheim graduates from high school in May, he and Demarcus will celebrate 6 years as a match.

Our agency was very blessed to receive an additional \$50,000 (total \$90,000) from The Alabama Dept. of Child Abuse and Neglect Prevention. This extra funding enabled us to reach more children who need our services and eventually, we wrapped up the year with 180 matches! This is an increase of 22 matches over 2018. As we reflect on our accomplishments of 2019 and all of the previous years that brought us to where we are today, we continue to hope for the future and all of the friendships we have yet to foster.

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



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



Program Activity for 2019

Total Children Matched
in all programs: 180



Scale (Children Served)

- 82 New Matches Made
- 69 Matches closed
- 180 Total Matches

Impact (Quality)

- CB 12 month Retention rate 57.14%
- SB 12 Month Retention Rate 51.61%
- Match Support Done ___%

2019 Fundraising Events

- ♦ **Bowl for Kids Sake** our major fundraiser for the year was held March 29-31 at Lauderdale Lanes in Florence. Corporate sponsors, community groups and individuals contributed to another successful event. BFKS income totaled over \$28000!



- ♦ **Celebrity Waiting Game** was held for the sixth year in a row. Hosted this year by Texas Roadhouse, Florence and Logan's Roadhouse in Muscle Shoals. Area celebrities waited tables who see who best Serves the Shoals. Taking place on October 21st from 5:30 pm until 8:30 pm, this event raised \$6964.



- ♦ **Start Something "Reel" Bass Tournament** our eighth annual bass tournament fundraiser took place at McFarland Park on April 13th. We partnered with another tournament and captured \$7025 through entry fees and sponsors.



- ♦ **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 \$1300.



2019 Calendar

January

- Volunteer Appreciation & National Mentoring Month
- Ashley Counts And DeMarcus Anderson were selected as Bigs of the Year for 2019.
- Gina spoke at the Alpha Phi Alpha MLK Jr. Unity breakfast for BBBS
- Haley Peden is hired as Enrollment & Match Specialist
- Gina Trains on the new Match Force CRM system



February

- February 12th Board Meeting
- The agency takes part in Tuscumbia First Methodist Global Impact Conference
- Independent Financial Audit complete



March

- March 29-31th Bowl for Kids Sake and Bowling Party for matches.
- Risk Management Plan reviewed & approved
- Agency Self Assessment Due to BBBSA

April

- April 9th Board Meeting
- Child Abuse and Neglect Prevention Awareness month. Local non-profits deliver donuts to legislators.
- School Based Year End parties
- April 13th Bass Tournament
- April 22 Children's Fishing event at Deibert Park
- Volunteer Appreciation & Open House at the BBBS office.



2019 Calendar continued

May

- May –no Board Meeting (changed to bimonthly)
- Red Bay Buddies Mentor Appreciation lunch
- Family Fun Fair
- Littles & Bigs treated to Pirates of the Caribbean at Shoals Symphony.
- Unite Way Celebration
- The Artsy Place activity for Bigs & Littles
- Gina makes legislative visits with other BBBS directors



June

- June 11th Board Meeting
- Annual Picnic at Gattman Park
- Non Profit Luau with Chamber
- CEO attends BBBSA National Conference in Charlotte

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
- All State Helping Hands Fishing event with Littles



August

- August 13th Board meeting
- National Night Out at coliseum
- Lions Lend a Hand
- Booth set up at Russellville's Watermelon Festival
- Sheffield City Schools/BBBS school based mentoring program is funded for the 19th year.



2019 Calendar Continued

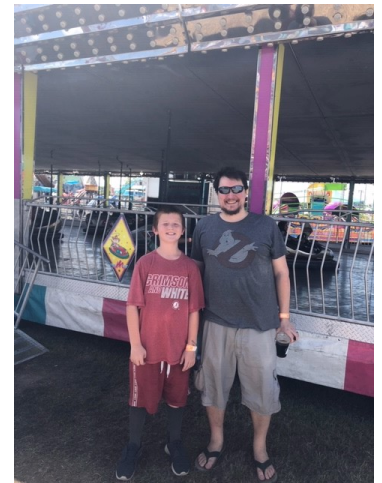
September



- Board Policy Manual reviewed
- United Way Kickoff and Day of Caring
- Booth at Northwest Alabama State Fair—won 1st prize
- Bigs & Littles treated to free fair tickets
- BBBS State Directors Retreat to Huntsville
- BBBS Office facilities & Emergency Procedures are reviewed

October

- October 8th Board Meeting
- Parent Night at Willie Green Center
- Review Fund Development Plan
- Board Policy Manual updated and approved
- Celebrity Waiting Game was held on Oct. 21st at Texas Roadhouse and Logan's Roadhouse
- Trunk or Treat Carver Heights
- Gina attends ADCANP Grantee training at Ross Bridge
- Trick or Treat at Colbert DHR



2019 Calendar Continued

November

- No Board Meeting
- Budget Planning for 2020
- United Way TVA CFC Campaign
- Bigs & Littles trip to SkyZone



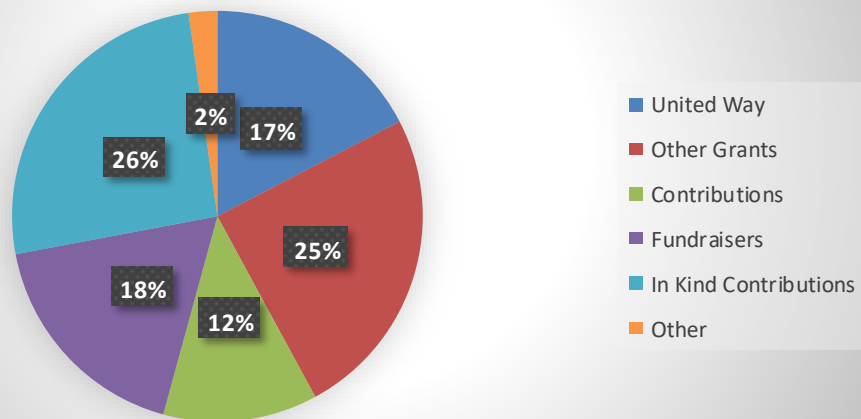
December

- December 10th Board Meeting
- Annual BBBS of Alabama Holiday meeting & training in B'ham
- 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
- Review/update Service Delivery/Program Manual
- "Little Billy" campaign kicks off at Starbucks
- Staff Christmas Party

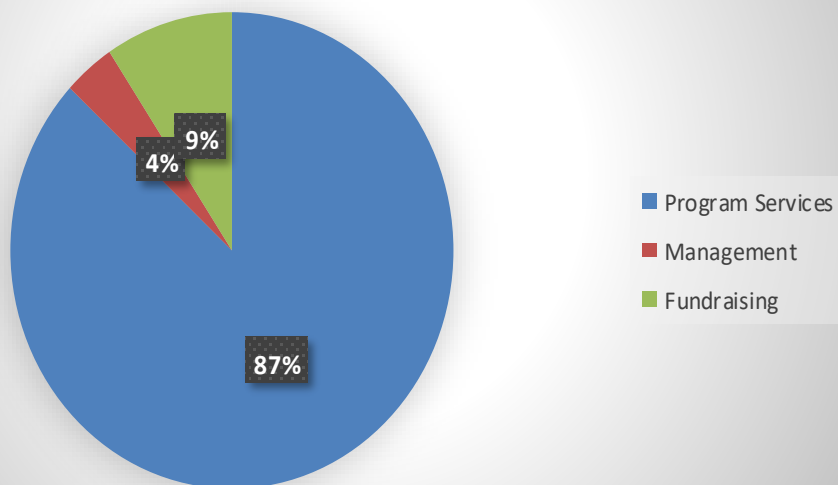


2019 Finances

Diversification of Income 2019 \$241,722



Expenses 2019 \$241,654



2019 Agency Events





**Big Brothers
Big Sisters.®**

OF THE SHOALS

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