

INVEST IN POTENTIAL

IT TAKES **LITTLE** TO BE **BIG**



Big Brothers
Big Sisters

OF THE CAPITAL
REGION

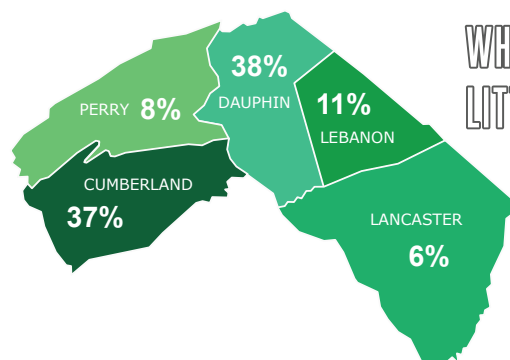


THE POWER OF OUR MISSION

At Big Brothers Big Sisters of the Capital Region, we create and support one-to-one mentoring relationships that ignite the power and promise of youth.

We unite young people (Littles) with caring, positive adult role models (Bigs) in professionally supported one-to-one mentoring friendships.

Together, they clear a path to success by breaking societal barriers, closing opportunity gaps and overcoming adversities like poverty and identity-based discrimination.



WHERE OUR
LITTLES LIVE

FAMILY
HOUSEHOLDS

Single Parent Household **43%**

Two Parent Household **31%**

Other **15%**

Youth Resides
with Relatives **11%**

OUR
LITTLES

are facing adversity and potentially traumatic experiences that may cause social, emotional and/or cognitive problems throughout their lives.

15%

live in a household that
receives income assistance

57%

receive a free or
reduced lunch

12%

have a parent
incarcerated

77%

experience depressive
symptoms

EMPOWERING OUR EXPERTISE

Our evidence-based program builds **social and emotional support, confidence and resilience** that help to ensure young people:

- » Are college and career ready
- » Have a healthy physical and mental wellbeing
- » Feel connected to their communities
- » Develop and maintain positive relationships



SUCCESS MEANS

expanding proven services and piloting new game-changing approaches:

Beyond School Walls matches Littles with a workplace mentor, introducing youth to a professional environment, building soft skills and developing a plan for future success.

Bigs in Blue builds friendships that opens lines of communication between youth and local law enforcement officers.

HS Bigs are High school students learning leadership skills while volunteering as mentors at nearby elementary and middle schools.

Justice. Equity. Diversity. Inclusion. (J.E.D.I.) programming creates learning experiences and empowers youth voices. Includes the HBCU Fair and D.E.I. Youth Leadership Summit.

Youth Rise: Stand Together allows students to have meaningful interactions with professionals of color and address issues of racial inequality.

Savvy Sisters helps girls explore professional and academic interests through visits to area businesses and organizations.

1:1 Plus we provide our youth and families with experiences, opportunities, events and resources.

MAXIMIZING SOCIAL IMPACT

18:1 ROI Every \$1 invested in Big Brothers Big Sisters returns \$18 back to society.

Former Littles earn **\$315,000 more** over their lifetime.

That means:

\$32,154 additional tax revenue

\$49,819 increased disposable income



CHALLENGE

To ignite potential for youth who have unequal access to opportunities.

PENNSYLVANIA YOUTH

1 IN 8

Have faced 2 or more
Adverse Childhood Experiences

DIVORCE
INCARCERATION
MENTAL ILLNESS
SUBSTANCE ABUSE
DOMESTIC VIOLENCE
NEGLECT OR ABUSE
SUICIDE OR DEATH
DISCRIMINATION
ECONOMIC HARDSHIP
COMMUNITY VIOLENCE

America's Health Rankings



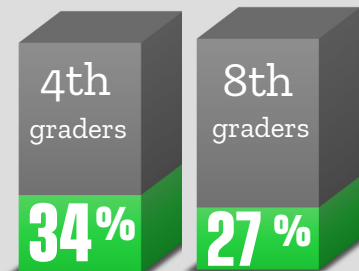
446K

Live in poverty (17%)
Annie E Casey Foundation



13%

Deal with Anxiety
or Depression
Annie E Casey Foundation



**Proficient
in reading.**

**Proficient
in math.**

Annie E Casey Foundation



13%

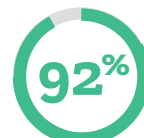
**HS STUDENTS
Do Not Graduate
on Time**

*PA Department of
Education*



OUR SOLUTION 1:1 Mentoring

OUR LITTLES



Can manage their emotions when life gets stressful.



Can identify an adult they trust.



Feel good about their relationship with their parents.



Avoided bullying behavior.



Avoided risky behavior like drugs, alcohol, and tobacco.



Had no contact with law enforcement.

100%

Graduated on time
in 2023 (HS Seniors).



29% DECLINE

in depressive symptoms

87%

Say doing well in school is important.

94%

Are sure they'll graduate high school.

87%

Say they are doing well in school.

DIRECT IMPACT PARTNERS



100% of your corporate donation goes directly to the delivery of our program services.



Each level includes an example of how your donation may be used to benefit youth.



If you would like to designate to a specific program or initiative, just let us know.

ANNUAL MATCH SUPPORT	\$25,000	\$10,000	\$7,500	\$5,000	\$3,000
How your gift directly impacts the lives of over 1,000 youth annually	Customized multi-year partnership to meet your ESG, CSR or DEI initiative and provide employee engagement opportunities.	Address holistic needs for 20+ families by connecting them with community resources and providing social service referrals.	Support 5 youth in a school-based program, providing college, career & life readiness skill development while building friendships.	Recruit 20 new Bigs (marketing, recruitment, background checks, events, training, ad campaigns).	Sponsor and support a match for a year (recruitment, orientations, trainings, and monthly support for the Big, Little and family).
Annual ROI Program Report	✓				
Opportunities for Employee Engagement	✓	✓	✓	✓	✓
Social Media Collaboration	Quarterly	Quarterly	Bi-Annually	Annually	Annual Social Media Mention
Digital Recognition*	Featured Partner for One Month	2-Minute Video Interview in Newsletter	Company Highlighted in Newsletter Annually	Company Logo in Newsletter Quarterly	Company Name on Website
Internal Corporate Communication	✓	✓	✓	✓	
Video from Graduating Little	✓	✓	✓		
Opportunity to engage in upcoming events	✓	✓			

*Each level receives the Digital Recognition benefits listed on all other levels to the right.

IT TAKES **LITTLE** TO BE **BIG**

 **Big Brothers Big Sisters.**
OF THE CAPITAL REGION



IT TAKES LITTLE TO BE BIG



**Big Brothers
Big Sisters®**
OF THE CAPITAL
REGION



Corporate Opportunities

Direct Impact Partners. 100% of your corporate donation goes directly to the delivery of our program services.

Educational Improvement Tax Credit (EITC).

BBBSCR is a DCED-approved educational improvement organization. Eligible businesses can receive tax credits for their donations.

Program Partners. Your employees mentor students in a BBBSCR facilitated program (e.g. Beyond School Walls workforce development program).

Event Sponsorships. Engage with your community from bowling to adventure rappelling, or support our youth and mentor programming directly by sponsoring a graduation celebration or annual picnic.

Foundation Gifts. A great option for expanding your giving options.

Scholarship Fund. Provide graduating HS seniors with a scholarship for higher education expenses.

Match Experiences. Donate sports games, theatre or concert tickets. Or provide new experiences for youth and ignite their dreams.

Match t-shirts. Give each new match a set of matching BBBSCR t-shirts.

"Lunch & Learn" Info Sessions. BBBSCR staff will present volunteer and community service opportunities for your employees to consider.

Employee Opportunities

Be a Big. Mentor a child. Fill out a volunteer application at CAPBIGS.ORG.

Hold a Fundraiser. Raise funds to support our kids. Contact events@capbig.org for more details.

Matching Gift. Does your employer have a match gift program? Ask. You could double your impact today.

Planned Giving. Create a legacy of support for future generations. Leave a charitable bequest in your will or living trust. Contact Mary Murphy at mmurphy@capbig.org.

Match Activity Bags. Run a drive at your office for puzzles, games and activities to jump-start conversations for a new match.

Back to School. Host a school supply drive in August to give elementary, middle and high school students a confident start to the school year.

Donate. Give back and help support friendships that make a lifetime impact.



**Serving Cumberland, Dauphin, Lancaster,
Lebanon & Perry Counties**

Mary Murphy, Development Director
mmurphy@capbig.org

