



Big Brothers  
Big Sisters.



# 2020 Annual Report

## 2020

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Dear Mission Partner,

2020 was a challenging year for all of us, and we so appreciate you as our loyal partner! While we had to cancel three of our four fundraisers, we have continued to actively enroll, match and support our Littles during the COVID-19 Pandemic and the catastrophic devastation caused by Hurricane Laura and Hurricane Delta.

Since January 1, 2020 we matched 59 new Littles with a Big Brother or Big Sister in our mentoring programs, 16 of them enrolled and matched since June 1<sup>st</sup>. In March, we faced a global pandemic that made us more committed to our mentoring mission. With many of our youth facing isolation, mental health challenges, lack of educational resources, our Big Mentors stepped up and provided a positive outlet for their Littles with child safety being a priority, along with BBBS coaching and support. Unfortunately, we have had many matches close due to COVID-19 school reopening restrictions and post-Hurricane Laura and Hurricane Delta recovery challenges. We focused on innovation within our Standards of Practice by launching an e-mentoring standard and a BBBSA Communication APP that aligned with our National Database.

Continuing the accountability and quality delivery improvements we began in 2019, I am proud to say that my Program Staff have reached the three goals I set out to improve in January 2020: an overall BBBSA Quality Rating of 3 (highest is a 5), close to an overall 80% on-time rate of match support, and a Survey Completion rate of close to 60%.

As we begin 2021, we have 30 Littles waiting to be matched with a Big Brother or Big Sister, we have 86 Bigs and Littles in the enrollment process, and we continue to navigate through school and site-based health and safety protocols and continue to put Child Safety a priority. **We value your continued financial support** as we intend to expand the number of youth we serve with a focus on creative solutions with NEW e-mentoring technology, quality curriculum-based mentoring, and child safety practices in our mentoring program. Your monetary investment is critical to sustaining our mentoring mission. Thank you for being a Defender of Potential.

Sincerely,

Erin Davison, MBA  
Executive Director  
Phone: 337-478-5437, ext. 111  
Email: [edavison@bbbsswla.org](mailto:edavison@bbbsswla.org)

## JANUARY-MARCH 2020

43 New Littles Matched in Mentoring Programs

High School Mentoring Spring 2020 Launch with Cameron Parish, Jeff Davis Parish, Calcasieu Parish School Partnerships

## MARCH-MAY 2020

Office closed on March 17<sup>th</sup> due to Stay-Home order amid COVID-19 precautions

BBBS staff continued to remotely support active matches with new technology platforms

Paused all new Volunteer and Youth enrollment due to COVID-19 precautions

School-Based mentoring paused due to school closures and social distancing guidelines

Completed 100% safety and needs checks of all Littles, Bigs, Families we serve

Bowl For Kids' Sake is cancelled (estimated fundraising revenue loss of \$100,000)

Charitable Bingo operations cease due to stay-home order (estimated revenue loss of \$25,000)

## JUNE 2020

Summer Mentoring Program cancelled due to high-risk of community health (40 youth impacted)

Virtual Enrollment began for new Volunteers and Youth via Zoom platform

New E-Mentoring Orientation and COVID-19 Directives provided to active Matches

Three new Youth matched with a Big Mentor in our Community Mentoring Program

Community Based Matches begin to see each other in-person following COVID-19 safety guidelines

Health and Safety directives provided to all active Community Mentors to lessen risk while mentoring (masks provided as needed)

Charitable Bingo Operations re-opened on June 5<sup>th</sup>.

## JULY 2020

In-person Enrollment re-opened for new Littles and Bigs, as a secondary enrollment option to Virtual Enrollment

-In-person health/safety guidelines established for BBBS office (masks, temperature checks, sanitization practices, plexiglass partitions used)

Ten new Youth matched with a Big Mentor in our Community Mentoring Program

High School Mentoring Program Suspended for 2020/2021 (closed 30 matches)

60 for 60: Volunteer Recruitment Campaign Launches for July/August

25 new Volunteers recruited/enrolled for matching

Big Hearts & Big Thanks Annual Recognition Luncheon Cancelled

BBBSA The APP Launches: Began the E-mentoring pivot for School Based Matches

## AUGUST 2020

Provided COVID-19 health and safety directives to our School-based Big Mentors as we began to prepare for the reopening of schools

Converted School-Based matches to an e-mentoring platform as the schools paused in-person visits from the community.

Continued to enroll new Littles and Bigs in our Community Mentoring Program

## SEPTEMBER 2020

Office closed on August 24<sup>th</sup> in preparation for Hurricane Laura

Hurricane Laura made land fall on August 27<sup>th</sup> as a Category 4 storm

Implemented our post-Hurricane Recovery plan to continue supporting active Matches

-Monday, August 31<sup>st</sup> BBBS of Lone Star (in Texas) had full access to Matchforce (our database) to bring health and safety checks, and needs assessments of all Bigs, Littles and Families we serve.

All data received from BBBS Lone Star was imputed in real-time into our Matchforce database to remain in full compliance with BBBSA Standards of Practice

BBBS of SWLA raised over \$12,000 to directly support BBBS Staff, Littles, and families during the recovery of Hurricane Laura (money begins to be distributed to those that need)

Tellurian/Driftwood LNG provided a \$5,000 disaster grant for 10-100GB hotspots for Staff to use for remote work until telecommunications are restored in SWLA

## OCTOBER 2020

October 5<sup>th</sup>, 2020- BBBS staff fully transitioned back-to-work for remote coverage as the BBBS building sustained major damage

Golf For Kids' Sake Fundraiser is cancelled

Enrollment of new Littles and Bigs is paused until community safety is restored

School-based e-mentoring is paused until telecommunications are restored and/or schools reopen safely

Hurricane Delta makes landfall October 9<sup>th</sup> as a Category 3 Hurricane

October 12<sup>th</sup> BBBS Lone Star begins health/safety and needs assessment checks to support our staff during Hurricane Delta recovery

\$50,000 is donated through post-disaster recovery grants from various Funders

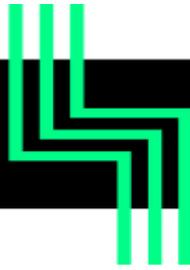
## NOVEMBER-DECEMBER 2020

November 2- Staff transitioned back to work. New Little and Big Enrollment is reopened, and matching commences

Big/Little Christmas Drive-Through Celebration is scheduled for December 12<sup>th</sup>

First new Community Match completed post-hurricane (Big Amy/Little Kennedy)

# STAYING CONNECTED



## 2020 Launch of E-Mentoring and Virtual Enrollment

We are committed to serving the youth in our Mentoring Programs by providing quality mentoring practices with child safety parameters. In June we launched Virtual Enrollment and Virtual Mentoring and in July we launched our E-Mentoring APP. This allowed us to provide both our Community Based and School Based Matches a creative way to enroll and to stay connected during social distancing and school reopening health directives.

Using the BBBSA APP, a proprietary messaging and communication platform that aligns with our National Database, Bigs and Littles can directly communicate with each other and log mentoring activities and match meetings. That information is loaded in their match record in our Database, allowing BBBS SWLA Program Staff to monitor the health and safety of the match. While continuing to follow our Standards of Practice and Service Delivery Model.

Our focus is #KeepingKidsConnected with innovative mentoring practices.



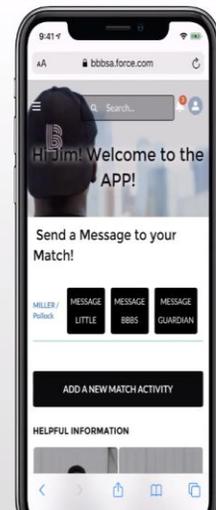
### BIG NEWS! WE'RE GOING VIRTUAL!

**STEP 1: APPLY → STEP 2: ENROLL → STEP 3: MATCH**

WE ARE HERE.  
WE ARE IMPORTANT.  
WE ARE #BIGGERTOGETHER.

Visit [www.bbbswla.org](http://www.bbbswla.org) & schedule your virtual interview today!

Welcome Page



### VIRTUAL MENTORING DURING COVID-19



**SCHEDULE YOUR VIRTUAL INTERVIEW TODAY!**  
visit [www.bbbswla.org](http://www.bbbswla.org)



## Evidenced-Based Mentoring

Big Brothers Big Sisters of Southwest Louisiana is founded in evidenced-based mentoring practices. Completing two annual surveys to gauge how effective our mentoring programs are as well as an annual Youth Outcome Development Plan (YODP) that specifically outlines annual goals the Big/Little will work on. The Child Outcome Survey (COS) and the Youth Outcome Survey (YOS) substantiates that our organization's mentoring programs have proven positive academic, socio-emotional, and behavioral outcomes for youth in areas linked to educational success, self-image and attitudes toward risk.

Both the COS and YOS is a real-time measurement of our program's effectiveness and is unique to Big Brothers Big Sisters. Both the COS and YOS demonstrates a depth and breadth of outcomes for our youth facing adversity in multiple areas of their lives, not just one. Big Brothers Big Sisters understands that what we achieve matters to our investors, partners, volunteers, and the children and families we serve.



**Serving 150 Youth**



**& 450 Program  
Participants**

## Youth who participate in our program benefit!



52% are less likely to skip school



73% have higher education expectations



83% are more likely to have a special adult in their life



68% have an increase in scholastic competency



72% are less likely to engage in risky behaviors



73% have an increase in parental trust



72% have an increase in social acceptance



71% have improved grades

## ESTIMATED FUNDRAISING REVENUE LOSS 2020

BBBS of SWLA holds four major fundraisers a year with an estimated annual fundraising revenue of \$400,000. Due to COVID-19 restrictions and the catastrophic impact of Hurricane Laura and Hurricane Delta, three out of the four annual events were cancelled.

### Fundraising Events & Estimated Revenue Gap:

Charitable Bingo Operations: With Gaming closed during the stay-home order and Phase I reopening restrictions, as well as the Bingeaux Palace received catastrophic Hurricane damage.

-Estimated revenue loss \$100,000

Bowl For Kids' Sake: Petro Bowl sustained catastrophic Hurricane damage

-Estimated revenue loss is \$100,00

Golf For Kids' Sake: Cancelled, rescheduled for Fall 2021

-Estimated revenue loss \$50,000

Lundi Gras Day Party: Due to COVID-19 restrictions with Mardi Gras events and damage to venues, event cancelled in 2021

-Estimated revenue loss is \$50,000



# 2021 Fundraising OPPORTUNITIES

## What's NEW in Fundraising in 2021?

Big Brothers Big Sisters is not your typical organization, so we don't hold typical fundraising events. We are excited to create TWO NEW fundraisers this year, which are both outdoor events, navigating community health and safety while still raising critical funding for mentoring. Look at the below Fundraiser lineup and become a sponsor TODAY and Defend Potential tomorrow.

### BAGS & BREW CORNHOLE TOURNAMENT

**March 27, 2021**

**NEW FUNDRAISER:** Compete against others during our annual double-elimination cornhole tournament and help us raise money to support our mentoring mission! Create teams of 2 and throw some bags to win some prizes. Hosted by Crying Eagle Brewing.



### FARM TO TABLE(AUX)

**October 2021**

**NEW FUNDRAISER:** Join us for a unique fundraising event that leverages cuisine and art into an engaging and entertaining feast! This signature event features fresh, seasonal dishes prepared by local chefs and a showcase of community artists and entertainers.



### GOLF FOR KIDS' SAKE

**November 5, 2021**

Drive for more matches! 2021 will be our 7<sup>th</sup> annual golf tournament. The tournament has been a huge success as we host around 240 golfers from the local professional community who support our organization by sponsoring teams. As with all events, 100% of funds raised directly support the local BBBS-SWLA agency. Hosted by the Lake Charles Country Club.





## COMMUNITY-BASED MENTORING

Community Based Mentoring pairs Adult Bigs, age 18 or older, with a Little between the ages of 6-18 in a one-on-one relationship. The match visits museums, sporting events, goes fishing and just “hangs out” in the community . Through a simple friendship, Bigs experience the joy of helping children discover a world of possibilities and opportunities. Typically, Bigs meet with their Littles two to four times per month for a minimum of one year. Active Matches-75

## SCHOOL-BASED MENTORING

School Based Mentoring pairs Adult Bigs, age 18 or older, with Littles between K-5<sup>th</sup> grades with one-on-one time and attention in local schools during the youth’s lunch break or enrichment hour. Activities usually include eating lunch, playing games, or simply talking., assistance with reading and homework. For many youth school can be a lonely and challenging place. As the friendship between a Big and Little evolves, they discover ways to make school and learning fun. School based matches meet minimum two times a month, usually for one hour, for the duration of the school year. Matches may extend beyond one school year.

Active Matches- 25



## SUMMER MENTORING PROGRAM

Summer Mentoring Program includes an educational curriculum overseen by two certified educators. The program is offered in two separate sessions: Session 1 is tailored to 3<sup>rd</sup>-5<sup>th</sup> grade youth; Session 2 is tailored to 6<sup>th</sup>-8<sup>th</sup> grade youth. The curriculum includes structured learning activities, educational and fun field trips, guest presenters and STEM activities.

Target attendees: 50



## READY TO BE MATCHED LITTLES

Our Ready to be Matched Littles (ages 6-18) are waiting to be matched with a Big Brother or Big Sister, we strive to have a healthy wait-list of 45 Littles to be able to match sooner rather than later. Our Ready To Be Matched (RTBM) Littles participate in our quarterly match events, Summer Mentoring Program, Back to School Sponsor a Little, and various other community activities we host.

Current RTMB: 30





**GREG  
& DEREK**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**AMELIA  
& ISABELLA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**BRANDON  
& SAMUEL**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**ANTONIO  
& GABRIEL**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**GIOVANNA  
& JAHRYONNA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**JULI  
& JERIELLE**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**CHRISTIANA  
& SARAH**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**JESSICA  
& CIARA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**JALEN  
& KAHNE**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**MACI  
& ELIZABETH**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**BRIANNA  
& ZARIA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**SCOTT  
& DAMAREON**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**MICHAEL  
& DOMINIQUE**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**CHRISTIANA  
& PARIS**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**DAWN  
& MIKAYLA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**HANNAH  
& BROOKLYN**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**ELISABETH  
& ERICA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**KENNADI  
& LILLYONA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA

# 2020 NEW MATCHES IN REVIEW



**CHAZZ  
& RAIDEN**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**JASON  
& GABE**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**ROSE  
& SHANIE**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**STEVEN  
& BRAYLON**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**NICK  
& JOSIAH**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



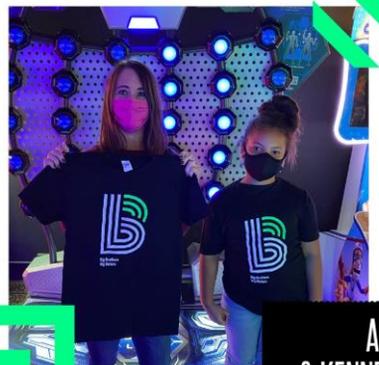
**JONATHAN  
& HAYDEN**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**JANA  
& DAISYONA**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA



**KRISTIAN  
& JEREMY**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA

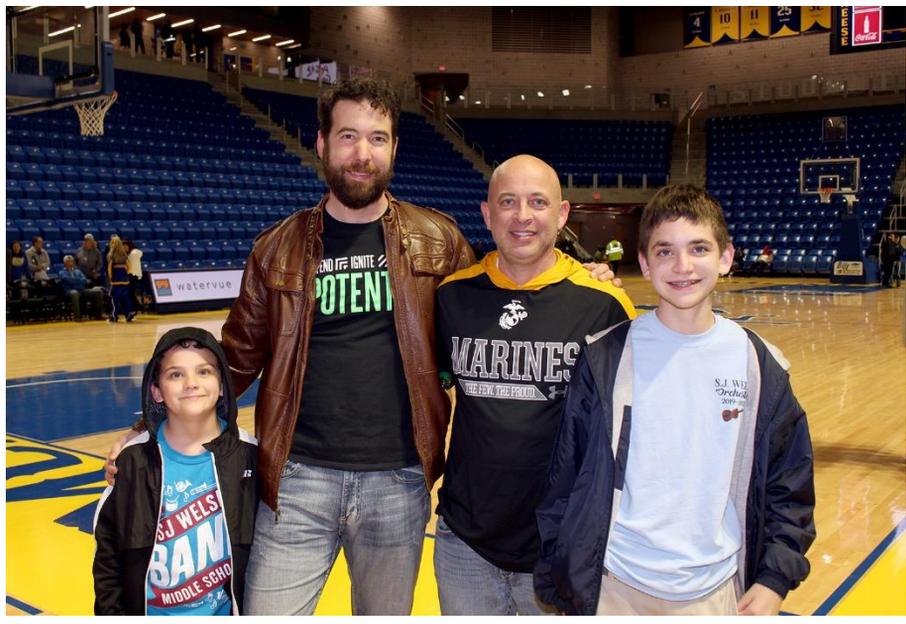


**AMY  
& KENNEDY**  
Big Brothers Big Sisters  
OF SOUTHWEST LOUISIANA

# MATCHES AROUND SWLA



# MATCHES AROUND SWLA



# MATCHES AROUND SWLA



# #SWLSTRONG

# Gratitude





# Gratitude



# #SWLASTRONG

# Gratitude



## PURCHASE A BBBS T-SHIRT TO SUPPORT LOCAL MENTORING

\$5 proceeds from each sale directly support Big Brothers Big Sisters of SWLA mentoring programs.

Visit [www.bbbsswla.org](http://www.bbbsswla.org).





# Gratitude



**We are very thankful, grateful, and blessed!**  
**BBBS of SWLA Team**  
(photo taken directly after Hurricane Laura Office clean-up)

## Foundation Investments & Grants

United Way of SWLA  
 Blue Cross Blue Shield of Louisiana Foundation  
 Louisiana Children's Trust Fund  
 Community Foundation of SWLA  
 NFL Inspired Change Grant  
 Allstate Foundation  
 American Press Foundation  
 Calcasieu Parish Police Jury  
 Corporation for National and Community Service  
 Shell Oil Company  
 Zigler Foundation  
 Sasol Foundation  
 Cheniere Foundation/Sabine Pass LNG  
 Altria Foundation



## Corporate Annual Partners

Southside Machine Works  
 LyondelBasell  
 Golden Nugget Lake Charles  
 Entergy  
 JD Bank  
 Westlake Chemical  
 Edward Jones-Vickie Wicks  
 PPG  
 Coshatta Casino Resort  
 Business Health Partners  
 Mallet Buildings  
 CBS Lake Charles  
 Driftwood LNG/Tellurian  
 Iberiabank  
 Stream Family  
 CITGO  
 CSE Federal Credit Union  
 Coca Cola  
 Magnolia LNG  
 P66

## Sponsors

Capital One Bank  
 Delta Downs Racetrack & Casino  
 Isle of Capri Casino, Lake Charles  
 Craig Doland Agency  
 Lake Charles Rotary  
 Kiwanis Club of Southwest Contraband  
 L'Auberge Casino Resort  
 The Pathology Lab  
 Coshatta Casino Resort  
 Isle of Capri Casino, Lake Charles  
 City of Westlake  
 Scott Raley Allstate  
 ServPro of Lake Charles  
 Sheriff Tony Mancuso  
 Magnolia Property Inc.  
 Tito's Handmade Vodka  
 Alcoa  
 Lotte Chemical  
 Turnaround Consulting Services

## In-Kind Donations

AFI Mortgage Co.  
 Digicast, LLC  
 Ultra Outdoors  
 First Federal Bank of Louisiana  
 Kappa Alpha & Phi Mu  
 Mr. Gatti's  
 Lake Charles Country Club  
 McNeese State University  
 Coca Cola  
 Southwest Beverage  
 Southwest Call Center  
 TNT Gas & Supply Co.  
 West LA Ice Service  
 Crying Eagle Brewing  
 City of Lake Charles  
 Townsquare Media  
 KPLC/Fox  
 Lagniappe  
 Thrive Magazine  
 AdSource Outdoors  
 Turner Outdoors



### **VISION:**

All youth achieve their full potential.

### **MISSION:**

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

### **CORE VALUES:**

Integrity  
Transparency  
Accountability  
Respect  
Responsibility

# TOGETHER WE ARE DEFENDERS OF POTENTIAL

Big Brothers Big Sisters of Southwest Louisiana  
4135 Common St., Lake Charles, LA 70607  
337.478.5437 | [bbbsswla.org](http://bbbsswla.org)