



1519 Gardiner Lane, Ste. B
Louisville, KY 40218

www.BBBSKY.org

March 19, 2020

Dear Friends,

I want you to know that our mentoring services & staff continue to support our “Littles”, “Bigs”, and families across Kentuckiana.

Our mentoring programs are based on a one-to-one mentorship model, which allows our highly trained staff to coach deep, long lasting friendships between a mentor and mentee. In fact, our “Little” & “Big” matches stay in our program for 33 months! Your financial gift to fund the mentoring support of our 700 Little Brothers and Sisters is needed MORE than ever!

We have been forced to postpone all of our signature fundraising events that occur at the end of our fiscal year (March - June 2020): Bowl For Kids’ Sake, The Big Julep Pre-Derby Celebration, and Golf Scramble.

[These events were expected to raise \\$437,000.](#)

Big Brothers Big Sisters of Kentuckiana is at 58% of our fundraising goal. Without these dollars we cannot provide the critical child safety monitoring, youth resiliency coaching, and family support services to the hundreds of young people that count on us every day. No matter the barrier, we will continue with our promise to support, coach, and guide each young person in our program until they reach their full potential!

BBBSKY will continue our background checks, on-going supervision, and friendship coaching to a “Little”, “Big”, and parent/guardian to ensure each child’s safety and accountability of a high-quality adult mentor.

Unfortunately, Kentuckiana [leads the nation](#) in child abuse and neglect. Due to the impacts of the Coronavirus pandemic and concerns about exposure, state child protection workers in Kentucky have been directed to [limit in-person abuse investigations](#). Our Littles need us to continue our approach to ensure they are in safe and healthy environments.

BBBSKY will continue delivering our youth resiliency building curriculum to each Little through our goal setting work with their “Bigs”.

We expanded our mentoring to be virtual (text messaging, video chat, etc.) during this time. This increased communication between our “Littles” and “Bigs” will bring additional



TOGETHER, WE ARE DEFENDERS OF POTENTIAL

stability and strengthen relationships between our matches. Our coaching is to remind Littles that they have the resiliency to overcome this confusing time, just like our community and nation.

BBBSKY will continue to provide community referrals based on family need.

77% of our youth are in a single parent household and 48% have an average household income of under \$20,000. Our families will be the hardest hit by the recent string of layoffs and staff reductions because many of our parents & guardians are hourly wage employees. These families are leaning on their “Bigs” and our professional support more than ever before, to navigate this complex economic situation.

BBBSKY will continue to monitor youth outcomes related to academics, family and friend relationships, and healthy behaviors.

With our mentoring engagement, 87% of students showed improvements or maintained high scores, and former “Littles” are 75% more likely to earn a four-year college degree.

-- THE BIG CHALLENGE CAMPAIGN (March - June 2020) --

www.bbbsky.org/campaign

This is a 12-week fundraising challenge campaign, in response to the impacts of the Coronavirus pandemic, to close our revenue gap and continue the critical child safety monitoring, youth resiliency coaching, and family support services to hundreds of Little Brothers and Little Sisters!

HELP US CLOSE THE GAP! Donate today in honor of all the young people in our community who have asked for a mentor to guide them. Please share the impact of our work with your friends on social media, text or email. Invite people to follow us on Facebook, [donate online](#), or by mail to our main office:

Big Brothers Big Sisters of Kentuckiana
1519 Gardiner Ln, Ste B
Louisville, KY 40218.

Join us and defend the potential of all youth in the community!



Rudy Spencer
Chief Development Officer
Rudy.Spencer@bbbsky.org
(502) 753-3754