



# CORONAVIRUS RESPONSE

## OUR MISSION IS MORE IMPORTANT THAN EVER

Vulnerable children and families are facing increased anxiety, stress, fear, and worry.

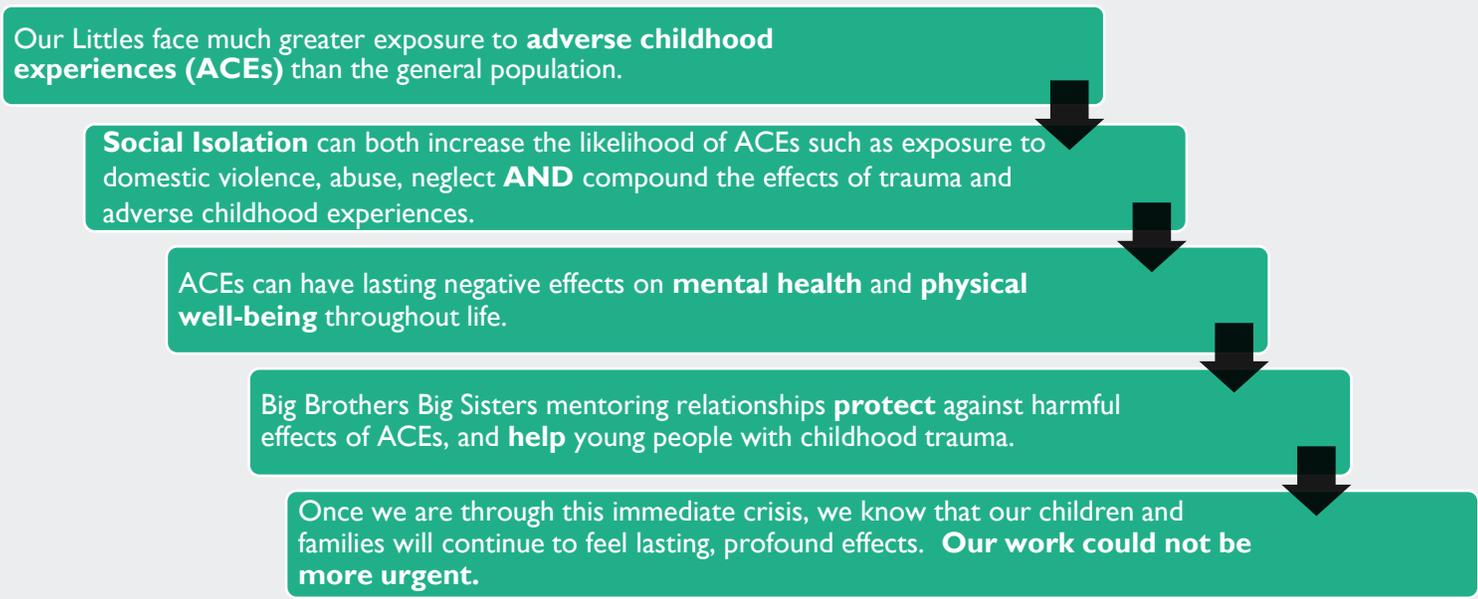
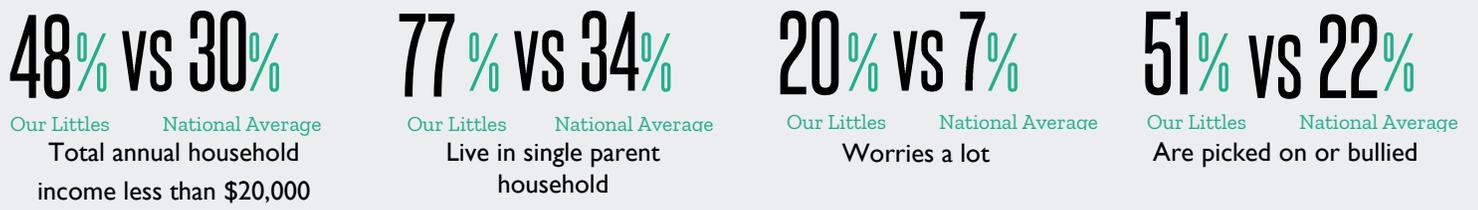
The young people we serve are likely to bear the heaviest burdens of trauma and economic fallout.



- We are innovating and adapting our service delivery to ensure kids stay virtually connected to their mentors.
- We are trusted in communities across Kentuckiana where our local leaders are on the frontlines delivering food and connecting families we serve to other available resources in their communities.

## WE ARE A VITAL RESOURCE FOR OUR COMMUNITY

Even in the best of times, our mentees (“Littles”) are facing adversity **at a higher rate** than the average young person in America.



We are taking **immediate action** to maintain and support the vital, life-changing mentoring relationships we facilitate and professionally support in order to **fight social isolation** of our young people and families.

# BIG BROTHERS BIG SISTERS CORONAVIRUS RESPONSE FUND



Our program is an essential service we **must** continue to provide to youth through this pandemic, but we need investment in our mission and capacity to ensure our offices remain open.

Your support will ensure we can keep kids connected to their mentors (“Bigs”) and enable local agencies to provide the critical services all kids need when the nation emerges from this crisis.

We undertook an analysis of our agency across Kentuckiana to find out the severity of the Coronavirus impact. Critical fundraising events have been cancelled, and individual donations are dwindling.

**\$250K** Our initial analysis shows that there will be a **\$250K** loss to the agency due to fundraising event cancellations and a drop in individual and corporate giving. This lack of funds will directly affect the operating budgets for each county in Kentuckiana we serve.

**\$18:\$1 ROI** Every \$1 invested returns \$18 back to society. Former Littles earn \$315,000 more over their lifetime.

**100%** of every dollar raised will stay in Kentuckiana to help our kids achieve their best potential.

## PROVEN OUTCOMES AND POSITIVE SOCIAL IMPACT



Serving **13** counties in Kentuckiana



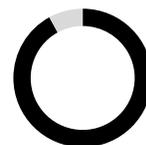
Supporting **900** Littles, Bigs and families



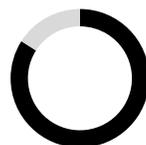
**100% free** to the families we serve



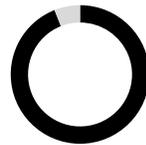
**96%** of Littles are confident they can say no to drugs, violence and skipping school.



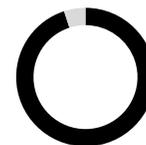
**92%** of Littles report confidence in completing their schoolwork.



**84%** of Littles have better grades, academic goals and confidence.



**94%** of Littles feel like they have a special adult in their life that they can turn to.



**95%** of Littles feel like they belong.



**83%** of Littles plan to graduate high school and college.

## SUCCESS MEANS

expanding proven services and piloting new game-changing approaches:

**Innovation** by utilizing our state-of-the-art database and virtual mentoring platform curriculum (Summer 2020) to reach more youth with meaningful, impactful mentoring.

**Trauma Informed Care** promotes and supports healing for children who have experienced adverse childhood experiences.

**Diversity, Equity and Inclusion** efforts aimed at embedding diversity, equity and inclusion in our training, language and processes to address systematic barriers our youth and community face.

**Bigs in Blue** helps to bridge the gap between law enforcement and the communities they serve to build strong relationships.

**Impact Collectives Mentoring** where Littles & Bigs meet as a 15-20 match cohort to explore cultures, career paths, conflict resolution, college preparation, and healthy relationships.