



DEFENDERS OF POTENTIAL

2019 ANNUAL REPORT



Big Brothers  
Big Sisters®  
OF TAMPA BAY



# NEW CHAPTER

Dear Defender of Potential:

We are excited to share with you our Agency results from 2019 in this Annual Report.

As the population of Florida continues to grow at one of the fastest rates in the nation, the number of children who need our services is growing as well. We must continue to position ourselves to better serve this expanding population; we cannot afford to become complacent with the "status quo." Accordingly, in 2019, we dedicated significant resources to improving our agency infrastructure with a major investment implementing a new, state-of-the-art match tracking system called Matchforce™. Matchforce replaced our older match tracking system this past February and the remainder of the year we focused on a purposeful execution plan centered on training and skill development to increase child safety, as well as agency effectiveness and efficiency.

Despite this major focus on improving our infrastructure, we were still able to average 58 new Big/Little matches per month. We served 2,819 children in total and ended the year with 2,097 active Big/Little matches. We also received the Pinnacle Award from our national office in 2019, for achieving their Gold Standard in performance metrics in both 2017 and 2018.

We continued to focus on those children and youth whom we believe could most benefit from our evidence-based, one-to-one mentoring services – those growing up in low-income households; those living in a single parent or relative caregiver home; those experiencing homelessness; those having a parent or close family member who is or has been incarcerated; those most at risk of dropping out of school or committing suicide, including foster and LGBTQ youth; military youth whose parent(s) are repeatedly deployed; and high school youth who may need a little extra inspiration to graduate from high school and work toward their future potential.

Our popular School-to-Work Mentoring Program continued to expand in 2019, and we are currently in 14 work sites across Hillsborough, Pinellas and Polk Counties, serving over 300 high school youth (i.e., just over 10% of all the youth we served last year.)

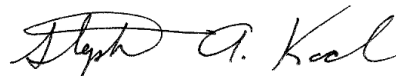
In 2019, 95 of our Littles graduated high school, which was a new record for us! So far, 23 of those graduates elected to join our "Big Futures" Mentoring Program, which provides advanced mentoring support for these Littles as they pursue their goals in college, technical school, the military and with employment, and to ultimately secure a job earning a livable wage.

Without qualified, experienced staff, a board of directors who share a deep passion for our mission, and thousands of caring, committed volunteers and generous donors, our work would not be possible. We are so grateful to everyone who is helping us "Defend the Potential" of the children and youth we serve each year. By sharing your time, talent and treasure you are making a difference that matters, and the impact will last a lifetime.

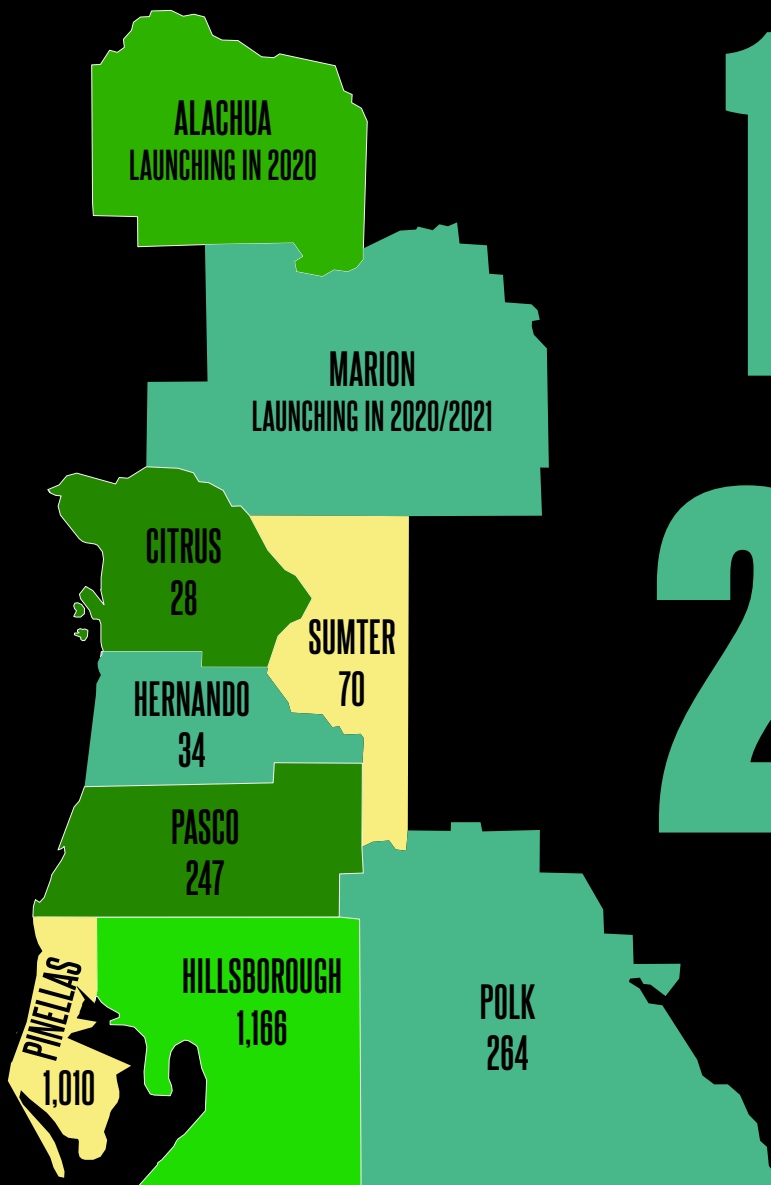
Very truly yours,



Kathy Wade  
Board Chair



Stephen A. Koch  
President, CEO and Big Brother



NUMBER OF CHILDREN SERVED IN EACH COUNTY

## COMMUNITY - BASED PROGRAMS

Bigs typically spend an average of 8 hours each month enjoying no-cost or low-cost activities with their Littles, like helping with homework, going to the ball game, or just walking around a park. The program allows volunteers the opportunity to pick up their Little at the child's home and spend time in the community. We ask volunteers to commit at least 15 months to the program, and in 2019 our average length of these matches was 32 months.

## SITE - BASED PROGRAMS

Bigs visit their Littles at their school or after-school site one hour a week, during the academic year. They may work on homework, read books, or even play board games. We ask volunteers to commit at least 12 months to this program. Littles are more motivated to attend class and improve their attendance because they know they will be visited by their Big. In 2019, our average length of these matches was 21.3 months.

WE IMPACTED THE  
LIVES OF


2,819

CHILDREN IN 2019

# 2019 PROGRAM HIGHLIGHTS

59% GIRLS   41% BOYS



AFRICAN AMERICAN 47%  WHITE 24%

HISPANIC 15%  MULTI-RACIAL 10%  OTHER 4%

# 2019 OUTCOMES

**99%** of Littles were promoted to the next grade level

**97%** of Littles avoided involvement with the Department of Juvenile Justice

**95%** of our Littles maintained or improved their social acceptance

**93%** of our Littles plan to go to college, a predictor of actual college attendance

**86%** of our Littles maintained or improved their relationship with a parent or guardian

# BIG SISTER AND LITTLE BROTHER OF THE YEAR

## BIG SISTER EMILY & LITTLE BROTHER DAVID



As a rambunctious 6 year old, Little Brother David was open to the idea of being matched with a Big Sister, who his parents were hoping would help him focus his energy on fun and positive activities. And Big Sister Emily Bringer, then 23 and new to the area, was looking for a way to get involved in the Tampa Bay community by serving as a positive role model. That combination led to a 6-year match that has been a success by any measure. One of 13 children, David hasn't always had stability in his life as frequent family moves resulted in a revolving door of new schools. But Emily has been a constant in his life, helping him improve his math and reading skills, exposing him to new activities and helping pursue his passions for drawing, baking and rapping. Today he is a 13-year-old 8th grader who will be heading to high school in the fall. Emily has also been a great advocate for Big Brothers Big Sisters, sharing her experience as a Big to help recruit other volunteer mentors and participating in several fundraisers.





# BIG BROTHER AND LITTLE BROTHER OF THE YEAR



## BIG BROTHER ADEL & LITTLE BROTHER KEVIN

Big Brother Adel Refai and his Little Brother Kevin have been described as “two peas in a pod” by Kevin’s grandmother, perhaps explaining the limitless bond that has developed between the two. When Adel and Kevin were first matched more than 6 years ago, Kevin’s mother had passed away and he was splitting his time between his maternal and paternal grandparents. Adel shared that both his parents had passed away as well, just one of several shared experiences that have led to this lasting relationship. They both enjoy karate, and have taken lessons together. And Adel has helped Kevin overcome some early academic struggles, helping him become an honor-roll student. The two are so close, in fact, that when Adel got married last summer, he asked Kevin to be his Best Man. That apparently goes both ways.



## BIG COUPLES

One of our popular program options is for a committed couple to mentor a child together. It allows the Bigs to engage in activities with their Little while still sharing time together. It also allows the Big Couple to share responsibility for the same commitments (8 hours a month for a minimum 15 months) as other Community-based matches.





## SPORTS BUDDIES

Sports Buddies is a great way to get involved in mentoring by doing what you love. These community-based matches get together 2 times a month and participate in a sport or attend a sporting event. Sports teach life skills and goal-setting. We wish to thank the Tampa Bay Rays for being our primary supporter of Sports Buddies.



# BIG JOSH & LITTLE SHELDON

Big Brother Josh and Little Brother Sheldon have developed a strong, consistent relationship since being matched in December 2018. They share an interest in sports and have bonded over time at the park playing football, as well as watching games together on TV. Sheldon says he likes spending time with his Big Brother because, "Josh is good people," describing him as nice, kind and fun to be around. In return, Josh says he likes being able to talk to Sheldon about everyday challenges and perhaps finding new ways to address them.

# BY THE NUMBERS

**TOTAL REVENUE: \$5,243,046**

**PRIVATE REVENUE**

**\$2,608,228**

**GOVERNMENT REVENUE**

**\$2,634,818**

**FUNCTIONAL EXPENSES**



**PROGRAMS 85%**

**FUNDRAISING 11%**

**MANAGEMENT & GENERAL 4%**

\*All financial data is based on our fiscal year which ends August 31. All program data is based on the calendar year ending on December 31.



# FLORIDA

# BE A BIG

**Big Brothers Big Sisters®**

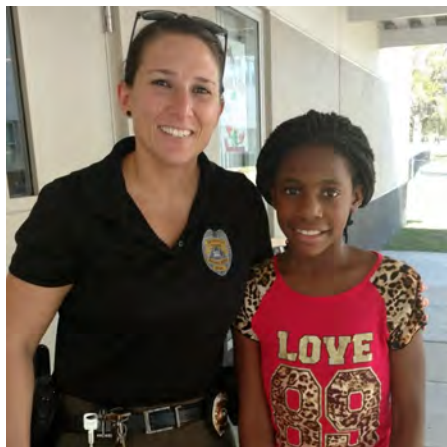
Purchase our Big Brothers Big Sisters license plate today at any county tax collector's office and help us defend the potential of thousands of great kids across the state. Those kids, and your car or truck, will be very grateful.

By the end of 2019, over 6,400 Floridians had one of our Big Brothers Big Sisters license plates on their vehicle. We receive \$25 per plate, which last year generated over \$164,000 for our mentoring programs across Florida.

Share your license plate photo on social media with  
#Driving4Potential!



# BIGS IN BLUE



Our Bigs in Blue mentoring program, designed to improve the relationship between Tampa Bay law enforcement personnel and the communities they serve, continued to grow significantly in 2019. Launched with the Tampa Police Department in the fall of 2017, the program has resulted in approximately 150 matches involving volunteers from more than 20 law enforcement agencies throughout our service area. Among the new partnerships in 2019 was the creation of a School-to-Work program with the Pinellas County Sheriff's Office and 19 students from Largo High School. We also hosted our second Bigs in Blue Summit in the summer of 2019, where Florida Attorney General Ashley Moody presented Big Brothers Big Sisters with her Back the Blue Award, presented to organizations and individuals that take extraordinary steps to forge positive relationships between law enforcement agencies and their communities.

For more information, contact:  
Jack Sheppard at 727-420-4338 or at  
[JackS@bbbstampabay.org](mailto:JackS@bbbstampabay.org)

# SCHOOL-TO-WORK



In 2019, we served over 300 youth at 14 School-to-Work sites across our counties. School-to-Work is a workplace mentoring program designed to provide guidance and support to high school junior and seniors. The students are mentored in the workplace to gain valuable skills and exposure to career opportunities. To date, 100 percent of students that completed the program have graduated from high school.



Our current partners include CenterState Bank, City of Tampa, HSN, Innisbrook Resort, Jabil, Johns Hopkins All Children's Hospital, Nielsen, Moffitt Cancer Center, Pinellas County Government, Pinellas County Sheriff's Office, St. Pete-Clearwater International Airport, St. Petersburg Police Department, Southern Glazer's Wine & Spirits and Tech Data.

# SCHOOL-TO-WORK PARTNERS



# JOIN THE LEGACY SOCIETY & DEFEND THE FUTURE

Did you know that you can make a gift to Big Brothers Big Sisters of Tampa Bay that won't cost you anything during your lifetime? The following options are ways your legacy gift can grow and strengthen a child's potential for years to come. Become a member of our *Legacy Society* and *Defend the Future* for generations to come!

**Wills & Bequests** - A bequest is a gift of assets or property to a beneficiary. It is the easiest gift to make with no or minimal out of pocket expense to establish and is revocable if you change your will prior to death. Because a charitable bequest can reduce estate taxes, it often results in long-term tax benefits.

**Charitable Gift Annuity** - A charitable gift annuity (CGA) has been a popular and simple method of making a life income gift. CGAs provide tax benefits now and lifetime income for the donor and/or an income beneficiary. A CGA is actually part gift and part return of capital. Under a simple agreement, Big Brothers Big Sisters of Tampa Bay accepts the gift and makes a legal commitment to pay a fixed dollar amount – an annuity – to the donor and/or a beneficiary for life.

**Stocks** - Appreciated assets, such as common stock or mutual fund shares, can generate capital gains tax if sold. By giving them as a charitable gift, you avoid capital gains tax and receive a charitable tax deduction based on current market value.

**Retirement Assets** - Properly structured retirement assets grow tax-free, and for some individuals, eventually exceed actual needs. Income and estate taxes can eat up as much as 65% of remaining retirement assets. By designating Big Brothers Big Sisters of Tampa Bay, Inc. as a full or partial beneficiary, funds pass free of taxes.

**Life Insurance** - By making a charitable organization the beneficiary, you retain lifetime ownership of the policy. You have the right to cash it in, borrow against it, and change the beneficiary. There are no current tax benefits and the gross proceeds will be included in your estate with an equal charitable deduction. You may also transfer ownership of a life insurance policy to Big Brothers Big Sisters of Tampa Bay, or purchase a new policy with Big Brothers Big Sisters of Tampa Bay as owner and beneficiary.

**Charitable Remainder Trust** - A charitable remainder trust establishes income for you and/or beneficiaries. The income period can be a specified period of time under 20 years, or for the life of the income beneficiary (or beneficiaries). Then the charity receives the remaining balance in the trust.





Legacy Society member Tammy Davis and husband Darrell Davis at the 2019 Gala.

If you'd like more information about including Big Brothers Big Sisters of Tampa Bay, Inc. in your estate plans, please contact Casey Taylor, 813.769.3604 or [CaseyT@bbbstampabay.org](mailto:CaseyT@bbbstampabay.org).

Mary Ann and Hunt Berryman  
Tammy Davis  
Jane and Jamie Egasti  
David and Nancy Fox  
Mary Ann and Scott Fullerton  
Gerry and Henry Goldhammer  
Mary and Lonnie Hawkins  
Amy and Jim Hollington  
Lisa Letizio and Paul Jackson  
Lois Kavalunas  
Stephen A. Koch

Tim Langenback  
Bruce Mackey  
Dennis McLeod  
Deborah and Hugh Miller  
Cathy and Vincent Pavese  
Susan Rolston  
George Spowart  
Pamme and Joel Taylor  
Karen and Paul Vincent  
De Anna and Rodney Ward  
"Sweet" Alice Young

#### **In Memorium**

BJ Altschul  
Gary C. Graef  
Thelma C. Kells  
Charles Manly  
Jack Mullong  
David Pratt  
Wilbur and Madonna Ptak  
Eugene Roberts  
Patrick Sexton

# CORPORATE SUPPORT \$5,000 +

AgileThought  
Bailey Family Foundation  
Bank Of America  
Bonefish Grill  
Brighthouse Financial  
Broadrick Family Foundation  
Brown & Brown Of Florida, Inc.  
Bush Ross, P.A.  
Carpenter Contractors  
of America, Inc.  
Carrabba's Italian Grill  
CenterState Bank  
Charity Polo Classic, Inc.  
Cherry Bekaert LLP  
CHUBB  
Cigna Foundation  
Cisco Systems, Inc.  
Community Foundation Of  
Tampa Bay, Inc.  
Connor Family Limited Partership  
Copperhead Charities, Inc.  
Duke Energy Florida  
Eastlake Woodland Memorial Day  
Tennis Tournament  
EFX Corp  
Ernst & Young LLP  
Fanatics Licensed Sports Group  
Fidelity Charitable Gift Fund  
Fidelity & Guaranty Business  
Services, Inc.  
Fleming's Prime Steakhouse  
& Wine Bar

Flowbird Group  
Frenchy's Restaurants  
Gagnon Foundation Inc.  
Gasparilla Distance Classic  
Greenberg Traurig  
HCC SouthShore Campus  
HCSO Charities, Inc.  
Helios Education Foundation  
Hobbs Foundation  
HSNI LLC  
Hyundai Of New Port Richey  
Jabil  
JPMorgan Chase & Co.  
KPMG LLP  
LEMA Construction  
Lightning Foundation  
Luxury Bath of Tampa Bay  
M/I Homes  
Mid State Insurance Center, Inc.  
MONAT Global Corp  
National Philanthropic Trust For  
The UBS Donor Advised Fund  
Outback Bowl  
Outback Steakhouse  
Paradise Ventures  
PepsiCo  
Pin Chasers, Inc.  
Pinch A Penny, Inc.

PNC Bank  
Power Design, Inc.  
PricewaterhouseCoopers LLP  
Publix Charities, Inc.  
Raymond James Financial  
Rays and Rowdies Foundation  
Regions Bank  
Seminole Hard Rock Hotel & Casino  
Shumaker  
Suncoast Credit Union  
Sykes Enterprises  
Takeda Pharmaceutical  
Company Limited  
Tampa New Auto Dealers Association  
Tampa Bay Club Sport  
Tampa General Hospital  
Tech Data Corporation  
TECO  
The CarMax Foundation  
The Marketing Posse LLC  
Nielsen  
Northern Trust  
The Spurlino Foundation  
Triad Foundation  
U.S.A. Ambassador Pageant, LLC  
Ultimate Medical Academy  
Valley Bank  
Water Street Tampa  
Wehr Constructors, Inc.  
Wells Fargo Bank  
Wells Fargo Foundation



## THE PINNACLE AWARD

For the first time in its 54-year history, our Big Brothers Big Sisters of Tampa Bay agency was presented with the Pinnacle Award, our national organization's highest honor, at their 2019 national conference. This award recognizes those Big Brothers Big Sisters local agencies who have reached the Gold Standard of agency performance for two or more consecutive years, based on both program and financial metrics. "This award is the result of a lot of hard, focused and strategic work by our dedicated staff, board and of course, our great volunteer Bigs," said Stephen Koch, President and CEO of Big Brothers Big Sisters of Tampa Bay. "It is also the result of our donors who believe in defending and inspiring the potential of the wonderful youth we are honored to serve." Big Brothers Big Sisters of Tampa Bay was one of only 6 agencies that was recognized as a Pinnacle Award winner, out of 250 Big Brothers Big Sisters agencies nationwide.

## IN-KIND SUPPORT \$5,000+

Audemars Piguet (North America) Inc.

Bayprint Image 360

duPont REGISTRY TAMPA BAY

Frenchy's Restaurants

Hilton Tampa Downtown

International Diamond Center

Nature Coast Wealth Management

Rays and Rowdies Foundation

Takeda Pharmaceutical Company Limited

Tampa Bay Rays Baseball LTD.

Tampa Bay Times



# BIG KATIE & LITTLE MARKAYLA

Big Sister Katie Maloney and Little Sister Markayla were matched in late October of 2018. Together they have been enjoying each other's company on visits and learning about each other. Markayla just lost her older brother and her father within a year of each other and says she really values her time with her Big Sister. Markayla loves to be goofy and show off for her Big Sister. At the Big Brothers Big Sisters Holiday Party, Markayla was showing off her skating skills to her Big Sister. Markayla showed Katie all her new moves and explained that Katie didn't have to fear skating.



# SAVE THE DATE

## Club Sport Field Day

Feb. 8, 2020

USF Fowler Field, Tampa

[tampabayfieldday.com](http://tampabayfieldday.com)

## Gasparilla Distance Classic

Feb. 21-23, 2020

Downtown Tampa

[rungasparilla.com](http://rungasparilla.com)

## Charity Polo Classic

Feb. 22, 2020

DI Polo Field, Plant City

[charitypoloclassic.com](http://charitypoloclassic.com)

## Bowl For Kid's Sake annual campaign

Various dates & locations

Spring 2020

[give.bbbstampabay.org/ge/bfks2020](http://give.bbbstampabay.org/ge/bfks2020)

## Over The Edge

April 25, 2020

Hilton Tampa Downtown

[give.bbbstampabay.org/ge/ote2020](http://give.bbbstampabay.org/ge/ote2020)

## Memorial Tennis Tournament

May 22-25, 2020

Eastlake Woodlands Country Club,  
Oldsmar

[tennischarity@aol.com](mailto:tennischarity@aol.com)

## Battle of the Bass

May 30, 2020

Camp Mack, Lake Wales

[give.bbbstampabay.org/ge/bass2020](http://give.bbbstampabay.org/ge/bass2020)

## Art of Helping Children Gala

Sept. 12, 2020

Hilton Tampa Downtown

[give.bbbstampabay.org/ge/gala2020](http://give.bbbstampabay.org/ge/gala2020)

## Frenchy's BIG Clays For Kids

Nov. 14, 2020

Tampa Bay Sporting Clays, Land O' Lakes

[give.bbbstampabay.org/ge/clays2020](http://give.bbbstampabay.org/ge/clays2020)

## Companies for Kids Golf Invitational

Dec. 3, 2020

Innisbrook Resort, Palm Harbor

[Companies4Kids.org](http://Companies4Kids.org)



# BIG YAZMIN & LITTLE KAILEEN

Big Sister Yazmin Rivera and Little Sister Kaileen have a sweet relationship, literally. Matched since October 2018, they often spend time connecting over special treats, including cookies, cupcakes and frozen yogurt. Perhaps that explains why they both are always so full of energy, spending time running around at the park and other outdoor activities. Kaileen, whose mom calls the match a "perfect fit," says her favorite part of having Yazmin in her life is that she doesn't have to share her Big Sister with any of her siblings.



# BIG FUTURES



In May 2019, our Big Brothers Big Sisters agency launched our new Big Futures Mentoring Program, keeping our promise to be there for our Littles in a meaningful way after they graduate from high school. This is a critical time for any high school graduate, and Big Futures provides advanced mentoring guidance and support for this special group of young adults (up to age 26) in making educational and career decisions. Our goal is for these Littles is to be enrolled, enlisted or employed after high school graduation, and to set the stage for them to be earning a livable wage by age 26.

Through this same program, we also provide additional support to our Littles still in high school (and their Bigs!) to help these Littles set a path for life after high school graduation. It's never too soon to start planning for the future!

Our advanced mentoring support through Big Futures now includes one-on-one strategy sessions, career planning, goal setting, connections to resources such as scholarship opportunities, internships, career education and employment, as well as skill building workshops and special events for matches. We also provide words of encouragement all along the way.

Through Big Futures, our agency also continues to develop and grow community relationships that result in unique educational and career opportunities for our graduating Littles. Through more and more collaborations and partnerships, we are building an army of professionals to stand with our Bigs and our agency in clearing a path for these Littles who successfully graduate from high school, to reach their goals.

For more information on how you and your organization can help us ignite, defend and support the potential of our Littles who graduate from high school, please contact Dallas Ruffin, Big Futures Coordinator at (813) 769-3618 or via e-mail to: [DallasR@bbbstampabay.org](mailto:DallasR@bbbstampabay.org).



## LGBTQ+ INITIATIVE



LGBTQ+ youth face extremely high rates of bullying, depression, and homelessness. We are committed to serving LGBTQ+ youth by providing an inclusive and welcoming environment and offering additional training, support, and resources to our Bigs, Littles, parents, and staff.







# BIG YEMI & LITTLE JACQUELINE

Big Sister Yemi Owi and Little Sister Jacqueline have been matched for more than 3 years. Jacqueline has many siblings and cousins in her family but was in need of a mentor who would spend one-on-one time exposing her to new activities and challenging her academically. Jacqueline was very quiet but now is comfortable voicing her opinions and speaking up for herself. Yemi has also been able to experience new activities, which allowed Jacqueline to feel more comfortable in unfamiliar settings and understand you don't have to be perfect at everything.

# BOARD EXECUTIVE COMMITTEE



Stephen A. Koch  
President & CEO



Kathy Wade  
Fee & Jeffries, P.A.  
Board Chair

Rich Salazar  
Buchanan Ingersoll & Rooney, PC  
*Immediate Past Board-Chair*

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Bank of America  
*Chair of Board Audit Committee*

Sergio Cadavid  
Jabil  
*Board Treasurer & Chair of Board Finance Committee*

Kathryn Supernaw  
MetLife  
*Chair of Board Governance Committee*

Ken Beattie  
Flowbird  
*Board Secretary*

Danielle Vona  
The Marketing Posse; Outback Steakhouse  
*Chair of Board Resource Development Committee*

# OUR OTHER BOARD MEMBERS

Jason Ashton\*  
CallPass

Mike Attinella\*  
Superior Group of Companies

John Allgeier\*\*  
Moffitt Cancer Center

Brian Auld  
Tampa Bay Rays, Inc  
Tampa Bay Rowdies  
*Past Board Chair*

Kent Bailey  
Bailey Family Foundation

Chris Butler  
Raymond James

Don Byers  
Wells Fargo

Dr. Jennifer China\*  
Hillsborough Community  
College

Irv Cohen  
Innovations Capital Group  
*Former Treasurer & Finance  
Committee Chair*

Tiffany Colucci  
Valley Bank

Tammy Davis  
Steven Douglas  
*Former Resource Development  
Committee Co-Chair*

Ryan Deneen  
Cherry Bekaert, LLP  
*Former Audit Committee Chair*

David DeWeese\*\*  
Regions Banks

Paul Edwards  
Tampa Electric Company

David Fox  
Executive Engagements  
International, LLC  
*Past Board Chair*

Mary Ann Fullerton  
Community Partner  
*Former Gala Live Auction Chair*

Todd Fultz  
Plaza Construction  
*Former Bowl for Kid's Sake Chair*

Laura Hungiville\*\*  
WellCare

David Judd\*\*  
Wehr Constructors

Kara Klinger  
Deloitte, LLP

Lisa Langer  
PNC

Kara R. LeComte  
CenterState Bank

Tony Leavine  
Brown & Brown Insurance  
*Former Board Resource  
Development Committee Co-Chair*

Bethlee McLaughlin  
Community Partner  
*Companies for Kids Co-Chair*

Vincent Pavese  
FIS Global

Shelley Powers\*\*  
KPMG

Kait Scheele\*  
Community Partner  
*Gala Silent Auction Chair*

George Spowart  
Community Partner  
*Former Marketing Committee*

Pamme Taylor\*  
WellCare

Paul Vincent\*  
Wells Fargo

Scott Walker  
Tech Data  
*Companies for Kids Co-Chair*

David B. Weinstein  
Greenberg Traurig, P.A.

\* Left Board in 2019

\*\* Joined Board in 2019



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