Dear Defender of Potential:

We are excited to share with you our Annual Report, which tells the story of the significant events that occurred in 2021 at our agency to get us where we are today! At the end of 2021, we were the fifth-largest Big Brothers Big Sisters agency in the nation in terms of children served.

We continue to be so proud of all that our amazing Bigs achieved in 2021 by mentoring 2124 Littles across the nine counties we actively serve. This includes the 391 new Big/Little matches we put together in 2021, a 19% increase over the prior year. Most impressive, in 2021, the average length of our Community-Based Big/Little matches was over 38 months, and over 24 months for our Site-Based matches, both increases over 2020!

Sometimes it is not easy to ask for help. We thank all the caregivers of the children we serve for having the courage and vision to do so. Perhaps now more than ever before, it truly takes a village to raise a child.

We sincerely thank our board members, leadership council members, volunteers, donors, and staff who made our important work possible in 2021 and provided us great hope for 2022! You are all essential members of our village.

Finally, we thank all the children, youth, and young adults in our various mentoring programs, who inspire us every day by their growth and development! The value of defending the potential of these young people we serve is beyond measure. It motivates us to do even more in 2022! Please join us!

Very truly yours,

Tony Leavine
Tony Leavine
Board Chair
Brown & Brown Insurance

Stephen A. Koch
President, CEO, BBBSTB
Big Brother

“Even though we face the difficulties of today and tomorrow, I still have a dream”
-Dr. Martin Luther King
COMMUNITY - BASED PROGRAMS

Bigs spend an average of 8 hours per month with their Little. Matches participate in low-cost or no-cost activities – going to a ball game, visiting a museum, heading to the beach, or just going on a walk. We ask for a minimum 15-month commitment to the Community-Based program.

Average match length of 38 months in 2021

SITE - BASED PROGRAMS

Bigs meet with their Littles at school for one hour a week, typically over the Little’s lunch hour or at their aftercare location. However, COVID suspended in-school visits for part of the school year, so the matches met virtually through FaceTime, Zoom, and other programs. We ask for a 12-month minimum commitment in our Site-Based program.

Average match length of 24 months in 2021

WE IMPACTED THE LIVES OF 2,124 LITTLES IN 2021

Become a Big and make a difference in the life of a child. Visit bbbstampabay.org/be-a-big
Big Brother Bryan and Little Brother Damian have been matched since January of 2019 in the Site-based program at Pizzo Elementary. Damian lost his father when he was younger, and his mother signed him up for the program with the hopes of Damian gaining a male role model in his life. His Big Brother Bryan has been that for Damian and much more.

While meeting at school, Bryan and Damian could talk, play games, and work on schoolwork together. When the pandemic hit, this did not stop the match from staying in touch. Damian and Bryan have kept in touch at least once a week, whether through texting or Facetime.

Damian is often described as the "life of the party!" Since meeting his Big, Damian has had significant improvements in his behavior at school. While he's still the life of the party, he saves all the fun for recess!

When asked how much Damian likes having his Big Brother Bryan on a scale of 1-10, Damian replied, "1,000!"
2021 PROGRAM HIGHLIGHTS

58% FEMALE  41% MALE  1% OTHER*

AFRICAN AMERICAN 47%  WHITE 24%  HISPANIC 13%
MULTI-RACIAL 10%  OTHER 5%  ASIAN 1%

*1% of our Littes identify as Non-Binary. Non-Binary is one whose gender is not identified as male or female.
98% of our Littles were promoted to the next grade level

97% of our Littles avoided the Juvenile Justice System

95% of our Littles maintained or improved their educational aspirations

91% of our Littles maintained or improved their social competence (This scale taps a child’s sense of belonging among peers.)
**BY THE NUMBERS**

**REVENUE FROM ONGOING OPERATIONS** - $5,125,587

**PRIVATE REVENUE** net of event expenses $2,321,764

**GOVERNMENT REVENUE** $2,803,823

**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.*

**Figures above are reflective of ongoing operations and do not include PPP forgiveness, event expenses, or other below the line items. Please see our audited financials on our agency website for complete financials: www.bbbstampaby.org.*
BIG COUPLES NEIHERS

As part of the Community-Based program, many committed couples mentor a Little Brother together, sharing the responsibilities and commitments while also providing an example of a happy, healthy relationship. Big Couples spend an average of 8 hours per month with their Little, and we ask for a minimum 15-month commitment.

124 Big Couple matches in 2021
Sports Buddies is a great way to get involved in mentoring by enjoying your love of sports with a child. Sports teach important lessons, such as life skills and goal-setting. These Community-Based matches get together twice a month and play sports or attend a sporting event.
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Big Sister Shandra and Little Sister Asharia have shared a friendship for over 4 years. Before they were matched, Asharia and her mother struggled to manage Asharia's diabetes, resulting in hospitalizations. After this experience, Asharia's mother knew she needed a friend and role model to help her through the difficulties she faced.

Due to issues with Asharia's health, she has switched from in-person school to virtual school multiple times. Shandra was able to help Asharia through these transitions and is a source of consistent support. Shandra and Asharia talk about new ways to study and manage the new school year in whatever learning platform was occurring, focusing on Asharia doing her best. Thanks to study sessions with her Big, Asharia has made the honor roll numerous times. Shandra has been a constant in Asharia's life through all the changes. Asharia feels safe talking to her Big about how she was feeling due to COVID and her health, process through life's changes, resolving any challenges together.
Big Brother Bill and Little Brother Jaheem have been matched since March 2017. Jaheem is one of seven children in his family, so his mom thought he could use a positive role model and some one-to-one time with someone he could trust. Jaheem always lights up when talking about his relationship with his Big. "My Big Brother is an amazing person, and he's unique, and we get along well, and he's like family to us."

Jaheem knows that he can share anything with Bill. This trust made Jaheem feel safe in coming out to his Big. Jaheem felt it was important to be himself around his Big, saying, "You gotta be yourself and don't change for anybody." Bill told Jaheem that he appreciates him sharing his personal feelings and that it's healthy to be genuine and honest. To show his support, and with his mother’s consent, Bill took Jaheem to a few pride events so that Jaheem could feel the camaraderie of being with other people in the LGBTQ+ community. Jaheem says he always has fun with his Big Brother, and Bill feels the same.
Our Bigs in Blue/Bigs with Badges program builds positive relationships between law enforcement, first responders, military and government agencies, and the communities they serve through mentorship. Agencies participating in 2021 include the Tampa Police Department, Ocala Police Department, and School-to-Work partnerships with the St. Petersburg Police Department and the Pinellas County Sheriff’s Office.

For more information about participating, contact Jennifer Libby at 813-997-3510 or JenniferL@bbbstampabay.org.

200 matches since 2017, 78 active matches in 2021
Sarah has strengthened and grown the Site-Based program in Polk County during her more than 14 years at the agency. She has cultivated and fostered strong relationships with schools and volunteer partners and provides exceptional and individualized support to her Bigs and Littles. Sarah represents teamwork and has led volunteer trainings, match activities, and Bigs Connect groups. Sarah is a shining example of going above and beyond and is mission-driven and success-oriented.
School-to-Work partners with local school districts and corporations and government agencies to provide one-to-one mentoring for high school students in the workplace. Littles gain valuable skills while being exposed to career opportunities and benefit from the support and guidance of their Big as they consider their post-graduation options.

For more information about our School-to-Work opportunities, please get in touch with Sandy Traynor at SandyT@bbbstampabay.org or 813-389-2783.

bbbstampabay.org/school-to-work
Sports Buddies is a great way to get involved in mentoring by enjoying your love of sports with a child. Sports teach important lessons, such as life skills and goal-setting. These Community-Based matches get together twice a month and play sports or attend a sporting event.

SCHOOL-TO-WORK PARTNERS

JOHNS HOPKINS
ALL CHILDREN’S HOSPITAL

PINELLAS COUNTY
PROPERTY APPRAISER

ST. PETERSBURG
POLICE

PINELLAS COUNTY

PASC COUNTY FLORIDA

City of Tampa Florida

CITY OF LAKELAND
www.lakelandgov.net

KnowBe4
Human error. Conquered.

Pinellas County Sheriff’s Office

Moffitt Cancer Center

GT Greenberg Traurig

Continuum Cloud
Big Sister Juanita and Little Sister Hailey have been matched since November of 2020, but when around these two, you would’ve thought they’d known each other for years! The connection between them has been influential and positive for both from the beginning.

Hailey and Juanita enjoy doing various activities together, ranging from roller skating to swimming and much more! One of their most memorable outings together was when they went to Target and bought pink wigs to wear. After purchasing the wigs, the two walked around Target sporting their new matching hairdos. They made music videos while wearing their pink wigs and recorded them for fun. When they’re not sporting pink wigs, Juanita and Hailey spend time focusing on Hailey’s academics.
One of the most rewarding stories we encounter is when a former Little comes forward and says, “I wouldn’t be where I am today had it not been for my Big who kept me on the right track.”

These stories inspire our supporters not only to donate to make an impact on a child today, but many are committed to making a difference for generations to come. A planned gift is a way to ensure your legacy of support.

You can become a member of our Legacy Society by notifying us of your intent to include Big Brothers Big Sisters of Tampa Bay in your estate plans. We host various Legacy Society events throughout the year to keep you connected to our Littles and informed on how your investment will change lives for the better, forever.

If you’d like more information about including Big Brothers Big Sisters of Tampa Bay in your estate plans, please get in touch with Dawn Kuhn at DawnK@bbbstampabay.org or 727-687-9190.
123 International Consulting LLC
Allana Buick & Bers (Abbae)
American Online Giving Foundation, Inc.
Asbury Automotive Group
AT&T
Bank Of America - Downtown Tampa
Bank Of America Charitable Foundation
Bank Of America Financial Center - Founders Hall
Big Brothers Big Sisters Of America
Brighthouse Financial
Brown & Brown Of Florida, Inc.
Buchanan Ingersoll & Rooney PC
Cale America Inc DBA Flowbird Group
CallPass Tech LLC
Canteen Southeast Division
Carpenter Contractors Of America, Inc.
Charity Polo Classic, Inc.
Cigna Health and Life Insurance Company
Cherry Bekaert LLP
City Of Clearwater
Community Foundation Of North Central Florida (Womens Circle of Giving)
Community Foundation Of Tampa Bay, Inc.
Copperhead Charities, Inc.
Duke Energy
Ernst & Young LLP
Facebook Payments, Inc.
Fidelity Charitable Gift Fund
Fidelity Investments
Florida Health Sciences Center, Inc.
Dbga Tampa General Hospital
FM Global
Frenchy's Corporate Inc.
Frontstream
Gionis Lilly & Romero, PLLC
Greenberg Traurig Foundation
Helios Education Foundation
Hobbs Foundation
Huntington National Bank
Indian River Merchant Services, LLC
Jabil
Jp Morgan Chase
KPMG LLP
Lea Staffing
Lightning Community Hero
M/I Homes Foundation
Macy's Corporate Services, Inc.
Michael Baugh, Baugh Elite Tennis Training
Mid State Insurance Center, Inc.
Moffitt Cancer Center
National Philanthropic Trust For The UBS Donor Advised Fund
O'Brien Family Foundation Inc.
Outback Bowl
Outback Steakhouse - Corporate (Osi Restaurant Parnters, Llc)
Pepsi Beverages Company
Pin Chasers, Inc.
Pinch A Penny, Inc.
Pinellas Community Foundation
Pinellas County Board Of County Commissioners
PNC Foundation
Power Design, Inc.
Premier Packaging
PricewaterhouseCoopers LLP
Publix Super Markets Charities, Inc.
Raymond Handling Consultants, L.C.
Raymond James Financial, Inc.
Regions Bank - Corporate
Santander Bank N.A.
Schwab Charitable
Seminoe Hard Rock Hotel & Casino
Skanska USA
Suncoast Credit Union Foundation
Sysco West Coast Florida
Tampa Bay Rays Baseball
TD Synnex
TECO Energy, Inc.
The Goldring Family Foundation, Inc.
The Northern Trust Company (Hendrickson Family Foundation)
The Papa John's Foundation, Inc.
The Spurlino Foundation
The White Family Foundation
U.S.A. Ambassador Pageant, LLC
Ultimate Medical Academy (UMA)
United Way Suncoast
Valley National Bank
Wehr Constructors, Inc.
Wells Fargo Bank, N.A.
Wells Fargo Foundation
Workspace Property Trust
Asbury Automotive Group
Frenchy's Corporate
Ernst & Young LLP
Huntington National Bank
Buchanan Ingersoll & Rooney PC
Cherry Bekaert LLP
Santander Bank N.A.
Meet Big Couple Mark and Craig with their Little Brother Calub. Despite only being matched since November 2020, these three have made so many great memories! When they first met, Calub didn’t know how to swim, so they decided to make this a goal they could work on together. Calub has already gained a lot of confidence in and around the water, jumping boldly into the pool.

When Mark and Craig pick up Calub for their outings, Calub climbs in their car and starts singing songs. Since they met in November, it started with Christmas songs, but Calub also likes to sing country music. The radio doesn’t even have to be on for Calub to start singing, and the Big Couple will join in when they hear a familiar tune.

Mark and Craig feel it is essential to start talking about college so that Calub knows he can achieve his goals, but when asked what he wants to be when he grows up, Calub says he wants to be Santa Claus!
Purchase our Big Brothers Big Sisters license plate today at any county tax collector’s office and defend the potential of thousands of Littles across the state. Show off your license plate with #Driving4Potential.

By the end of 2021, more than 8,400 Floridians had one of our BBBS license plates on their vehicle. We receive $25 per plate, which last year generated over $200,000 for our mentoring programs across Florida. Since the plate’s debut in September 2015, it has generated nearly $1,000,000 for state agencies.
SAVE THE DATE

Club Sport Field Day
Feb. 12, 2022
Rec Dec, St. Petersburg
tampabayfieldday.com

Gasparilla Distance Classic
Feb. 25-27, 2022
Downtown Tampa
rungasparilla.com

Charity Polo Classic
Feb. 26, 2022
DI Polo Field, Plant City
charitypoloclassic.com

Bowl For Kid’s Sake
Annual Campaign
Various dates & locations
Spring 2022
give.bbbstampabay.org/ge/bfks2022

Over The Edge
April 9, 2022
Hilton Tampa Downtown
give.bbbstampabay.org/ge/ote2022

Battle of the Bass
May 21, 2022
Camp Mack, Lake Wales
give.bbbstampabay.org/ge/bass2022

BBBSTB Luncheon
June 8
TBD

UAA Ambassador Pageant & Auction
July 29, 2022
Innisbrook Resort, Palm Harbor
www.bidpal.net/usaa2022

Art of Helping Children Gala
Sept. 12, 2022
Hilton Tampa Downtown
give.bbbstampabay.org/ge/gala2022
www.bidpal.net/bbbstb

Frenchy’s BIG Clays For Kids
Nov. 12, 2022
Tampa Bay Sporting Clays, Land O’ Lakes
give.bbbstampabay.org/ge/clays2022

Companies for Kids Golf Invitational
Dec. 1, 2022
Innisbrook Resort, Palm Harbor
Companies4Kids.org
Big Brothers Big Sisters is committed to the principle that every person deserves to reach their full potential. We aim to create and cultivate a safe environment where all individuals feel respected and valued equally, with a nondiscriminatory and anti-racist approach to our policies, programs, and services. Justice, Equity, Diversity, and Inclusion (JEDI) is an integral part of our mission. We celebrate the diverse backgrounds of all our stakeholders, including youth, families, donors, volunteers, and staff.

**JEDI Initiatives include:**
- LGBTQ+ Youth Mentoring Initiative
- JEDI Committee
- National Football League Inspire Change
- Training for staff, volunteers, and stakeholders
Before the launch of this program in 2019, matches ended when the Little graduated high school, and many young people struggled with life after graduation. This program supports Littles, up to age 26, as they navigate this pivotal time in their lives.

Big Futures offers additional guidance in helping Littles make and implement educational and career choices. The goal is that young adult Littles will be enrolled, employed, or enlisted after high school and earn a living wage by age 26.

For more information on how you and your organization can partner with this program, please get in touch with Sandy Traynor at SandyT@bbbstampabay.org or 813-389-2783.

bbbstampabay.org/big-futures
Big Brother Paul has been mentoring Little Cameron since May 2016. Recently, Paul took Cameron to the DMV for his driving test. Cameron was excited but nervous about the test, so he was glad to have his Big with him for support. Luckily, Cameron had been practicing and quickly passed the driving exam.

Over the years, Cameron and Paul have had so many exciting outings, from visiting the zoo and ice skating to horseback riding and yoga. Small moments and time spent together have made their connection as Big & Little a strong one.

“To say I am grateful to BBBS for pairing us is an understatement. This has been an amazing journey and one that I am so blessed to be a part of. The memories that me and Cameron make I will certainly cherish for the rest of my life. I am a huge believer in BBBS, and the impact it has not only on the lives of Little- it can and does have a profound impact on the Bigs like myself,” said Paul.
IN-KIND SUPPORT $5,000+

Big Brothers Big Sisters Association Of Florida
Bristol Myers Squibb
Clear Sky Restaurant
Digital Lightbridge
Frenchy’s Restaurants
Hilton Tampa Downtown
International Diamond Center
Macy's Corporate Services, Inc.
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Board Treasurer
Chair of the Board Finance Committee

Don Byers
Wells Fargo
Board Governance Chair

Maureen Mitchell
PWC
Board Secretary

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

Kathy Wade
Fee & Jeffries, PA
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Greenberg Traurig, P.A.
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