Here we are, reporting on yet another dynamic year of empowering over 600 youth in Northern Nevada to realize their greatest potential. Helping to improve the lives of young people in our community has turned out to be some of the most challenging, exhilarating, important and soul-filling work I have ever done. Working alongside talented and dedicated staff and having the steadfast support of some of this community’s most respected leaders, is an honor and a privilege.

The youth in our area face headwinds on their journey toward growing into healthy, successful adults. Child poverty in Reno is growing at an unprecedented rate, but Big Brothers Big Sisters can help level the playing field for our Littles. With lasting mentoring relationships, kids can cultivate and improve the skills they will need to be engaged, active and fulfilled adults.

Our work is made possible by a broad community of supporters including our Board of Directors, Young Professionals Committee, dedicated staff team, and most importantly, hundreds of volunteer Bigs. We work in concert with education, non-profit and business partners; foundations; local community groups and individuals to advance and perfect our mission.

We ask you to join with us to Defend the Potential of our future neighbors, partners, coworkers, customers, students and leaders, and to help build paths to a bright future for our local community. Together, we will ensure children realize their potential and build their best possible futures.
Toothpicks, Marshmallows and Rockets

Big Brother Shahil has been matched with Little Brother Marcos for nearly two years, and he’s loved watching Marcos’ confidence grow during their time together. Marcos has enjoyed exploring new activities with his Big Brother, particularly ones that involve building and flexing his engineering muscles.

After one activity during which Shahil helped Marcos build a rocket model out of toothpicks and marshmallows, Marcos started carrying around a sketchbook to store drawings and ideas that he wants to share with his Big Brother when they meet. He’s become brave enough to start sharing them with others, too – a major accomplishment!

While Marcos is fortunate to have Shahil to help him discover his talents, Shahil will tell you that he’s learning a lot from Marcos too. Most importantly, Marcos has someone in his corner. Someone who is igniting, inspiring and defending his potential.
615 CHILDREN SERVED in 2018

Ages
- Ages 6-7: 21
- Ages 8-9: 131
- Ages 10-11: 175
- Ages 12-13: 152
- Ages 14-15: 78
- Ages 16-17: 35
- Ages 18+: 23

Gender
- Little Sisters: 329
- Little Brothers: 286

Ethnicity
- Caucasian: 100
- Hispanic: 406
- African American: 24
- Multi-racial: 58
- All Others: 27

Children who qualify for Free and Reduced Lunch: 615

Low-income: 615
We take outcomes seriously.

Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>% of Maintaining or Improving From Baseline to Follow-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Acceptance</td>
<td>91%</td>
</tr>
<tr>
<td>Attitudes Towards Risky Behaviors</td>
<td>74%</td>
</tr>
<tr>
<td>Scholastic Competence</td>
<td>81%</td>
</tr>
<tr>
<td>Educational Expectations</td>
<td>76%</td>
</tr>
<tr>
<td>Grades</td>
<td>79%</td>
</tr>
<tr>
<td>Parental Trust</td>
<td>91%</td>
</tr>
</tbody>
</table>

Big Brothers Big Sisters’ mentoring standards have been developed and refined over the 100+ year history of the organization. These standards have been proven to result in positive outcomes for the children in our program. To learn more about our Youth Outcomes Surveys, please visit our website at bbbsnn.org.

Defending Potential

2018 graduation rate for age-eligible Littles

90%
Site-Based Program

While our traditional model of community-based mentoring remains our largest program, for many volunteers meeting during the day at the same time and place each week works better with their schedule. In 2018, 181 children were served at nine elementary schools and four Boys & Girls Club sites.

Outcomes

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Acceptance</td>
<td>89%</td>
</tr>
<tr>
<td>Attitudes Towards Risky Behaviors</td>
<td>75%</td>
</tr>
<tr>
<td>Scholastic Competence</td>
<td>83%</td>
</tr>
<tr>
<td>Educational Expectations</td>
<td>94%</td>
</tr>
<tr>
<td>Grades</td>
<td>86%</td>
</tr>
<tr>
<td>Parental Trust</td>
<td>92%</td>
</tr>
</tbody>
</table>

% of maintaining or improving from baseline to follow-up.

Site-Based Partners

- BGC of Truckee Meadows
- BGC of Western Nevada
- Lemelson STEM Academy
- Veteran's Memorial
- Lincoln Park
- Rita Cannan
- Roger Corbett
- Grace Warner
- Echo Loder
- Glenn Duncan
- Kate Smith
Philanthropic Intentions Lead to Extraordinary Gift

By: Dr. Kendra Newsome

We set out to become a Big couple with philanthropic intentions. The idea of giving back to our community in a specific way, acting in the direct service of a Little, felt like something we ‘ought to do’ as citizens and professionals. The surprise to come was that spending time with our Little Brother, Eric, developed from a ‘service,’ into an extraordinary gift. The profoundly moving experience of bonding with Eric and watching him grow has been rewarding beyond words. While a sense of civic obligation brought us to the Big Brothers Big Sisters organization, the reasons we have stayed involved are far more meaningful and personal.

Over the last two and a half years we have enjoyed lots of big adventures with our Little. Camping trips, water parks, pumpkin patches, nights at the theater and epic hikes cover just a few of the unforgettable experiences we have shared. The most touching moments, however, have had nothing to do with where we were at the time, or what activity we had planned. The memories that stand out most are from the little moments between adventures. For instance, just a few months following our match he inquired about what we thought “our” dog, Drogo, might be doing at home while we were away. It was just simple banter between us, but to hear him identify with things as “ours” was the first unmistakable sign that he identified us as a unit, a real match: something shared and permanent.

In addition to their role as Bigs, Dr. Kendra and Dr. Donny Newsome have partnered with our agency to professionally help our Littles who are struggling with reading. They are co-founders of Fit Learning, a highly specialized program that provides unique sessions with a Learning Coach to assess a student's abilities and create and implement an individualized and FUN learning plan for them. After working with their own Little in their Learning Lab, Dr. Kendra and Dr. Donny were thrilled with the results, and reached out to us for more children. As a result, in less than a year, their non-profit—Empower Youth—has helped 12 Littles increase their reading proficiency by leaps and bounds! They expect to serve many more Littles in the next year. What a win-win for everyone!

Beth Osborne, Program Director
DONORS
We are incredibly grateful for the support of our community. Together we are igniting, inspiring and defending potential.

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Grand Sierra Resort
Jack Van Sickle Foundation
Join Together Northern Nevada (JTNN)
Office of Juvenile Justice and Delinquency Prevention
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BIG HERO
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Bob and Stacy Skach
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PARTNERS

Our partners are passionate about igniting, inspiring and defending the potential of at-risk kids in our community. Our partners help us recruit volunteers, support our fundraisers, provide tickets to events, host match activities for our Bigs and Littles, raise funds on our behalf and more!

Adam Reed
Allegra Print and Imaging
American Red Cross
Amy Absher
Bently Ranch
Big Horn Olive Oil Company
Biggest Little Beer Truck
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BreakThru Beverage
BridgeWise MakerSpace
Chef Blanca Rapscaillion
Chef Brett Moseley, Washoe Public House
Chef Christian Christensen, sip
Chef Christopher Wyatt, Renown
Chef Cliff Denny, Charlie Palmer Steak
Chef Colin Smith,
Roundabout Grill, Roundabout Catering & Party Rentals
Chef Cuco Martinez, Rapscaillion
Chef David Holman, Campo
Chef Dawn Tavares, Cherry Bomb Catering
Chef Eddy Guzman, Grand Sierra Resort
Chef Heather Mundy,
Boys and Girls Club of the Truckee Meadows
Chef Ivan Centemeri, The Row
Chef Jacob Burton, The Shore
Chef Jennifer Kovacs, Grand Sierra Resort
Chef Josh & Whitney Deri, Blend Catering
Chef Justin Bart, Renown Health
Chef Karen Cannan, TMCC Culinary School
Chef Kevin Cloutier, The Club at ArrowCreek
Chef Lara Ritchie, Nothing To It Culinary Center
Chef Leigh Anne Page, Delicious Designs
Chef Mark Estee, Liberty Food & Wine Exchange
Chef Nicholle Alumbaugh, Homage
Chef Nick Strowmatt, The Depot
Chef Roberto Martinez, Cantina
Chef Sara Anstett
Chef Sergio Romero, The Twisted Fork
Chef Shele Faretto, Nothing Bundt Cakes
Chef Thierry Bregeon, Grand Sierra Resort
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Chef Travis Stehman, La Strada
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Shawn Marsh
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Sierra Nevada Animae Fans United (SNAFU)
Sierra Nevada Journeys
Sierra School of Performing Arts
Southern Glazer's Wine & Spirits
Starbucks Volunteers
Tahoe Blue Vodka
Tanya Fanung Morrison
The Grand Sierra Resort GSR Cares Team
The Urban Lotus Project
Tim Kozier
Tahoe Blue Vodka
Toyabe Golf Club
Truckee Meadows Community College
UNR Mens' Rugby
Urban Roots
US Bank
Washoe County School District
Washoe County Sheriff's Hasty Team
Zulily
Big Sister Jessica has been matched with Little Brother Max for nearly two years. Max has limited contact with his parents, who are incarcerated in immigration detention centers. Max has been living with multiple relatives in different homes, making getting together with his Big Sister a challenge. The upheaval and uncertainty in his home life has led to Max acting out and having trouble in school. But Big Sister Jessica has made sure that no matter which relative he is living with, she finds a way to make contact to set up their time to meet. This consistency has paid off. Despite several changes in schools and home, since being matched with Jessica, Max’s grades have greatly improved. Having regular contact with a positive role model has helped Little Brother Max have the stability he needs to be able to learn and thrive. Whether creating vision boards, catching an Aces game or just going out for ice cream, Max can depend on Jessica to provide continuity in a perplexing and changing world. And Jessica is determined to defend the potential of this great kid.
It doesn't take a super hero to IGNITE, INSPIRE and DEFEND the POTENTIAL of these great kids.

Call today and find out how in as little as an hour a week, YOU can create a life-changing friendship.

775.352.3202 or bbbsnn.org

Other ways to support:
- Become a sponsor
- Hold a clothing drive
- Create a workplace fundraiser
- Host an activity