1 in 3 families in the Bay Area struggle with financial insecurity.
1 in 6 children in California have experienced at least one adverse childhood experience, including trauma or having an incarcerated family member.
1 in 3 young people in the U.S. do not have the support of a positive caring adult outside of their family.

All children have potential. Not all children have access to the same opportunities. Mentorship amplifies opportunities and is a proven pathway to improving academic, social, and emotional outcomes for young people. Emerging data points to mentorship as one of the most effective tools for lifting young people out of poverty.

**OUR MISSION**

The mission of Big Brothers Big Sisters of the Bay Area is to create and support the one-to-one mentoring relationships that ignite the power and promise of youth. Our vision is a Bay Area where all youth achieve their potential.

Dealing with Served
130 New Matches Made
3.8 Years Average Match Length

FROM OUR LEADERSHIP: CEO & BOARD CHAIR

Dear supporters and friends,

We are excited to share our gratitude for the amazing year we’ve achieved together at Big Brothers Big Sisters of the Bay Area. This past year was BIG thanks to your support of our youth (Littles), volunteers (Bigs), families, friends and team. We are proud to present our annual Impact Report, which details our program and its far-reaching effects on Bay Area communities.

Our impact goes beyond the individual, extending to families and communities all across the Bay Area. As you read on, you’ll see how one relationship between a Big and Little empowers the Little through their youth and beyond, enriches the life and perspectives of the Big, and even touches the hearts of family members to continue the cycle of giving back to their community through the power of mentorship.

Through the dedication of our supporters and team, we achieved BIG things this year.

- The number of newly created “Matches” (1-to-1 mentoring relationships) grew by 20% and we exceeded the national Match retention rate.
- For the first time since 2014, we created more new Matches than there were youth aging out of our program, putting us on an exciting growth trajectory.
- We were honored with the National Program Quality Award for the second straight year and a first-time Biggie Award for Marketing.

As we reflect on our 2023 program year, we would like to thank all of our supporters for your generosity and investments in Bay Area youth. We look forward to a new year with more young minds to inspire, more dreams to nurture, and more potential waiting to be empowered. Thank you for believing in the potential of our youth, and for being a driving force behind the relationships that transform lives and strengthen our community for years to come. Together with your support, we look forward to seeing what we can accomplish next!

In Community,

Lillian Samuel, CEO
Big Brothers Big Sisters of the Bay Area

Todd Lachman, Board Chair
CEO and Founder, Sovos Brands
In 2008, Rosa’s daughter, America, was Matched with Johanna, a dedicated and compassionate Big Sister. The connection they forged was remarkable. At a time when Rosa was working to make ends meet while battling depression, Johanna stepped in, becoming a guiding light for America, then only seven years old. Together, they enjoyed outings and shared cooking adventures, creating memories that would shape America's future.

Rosa recalls, "They became really important in each other’s lives. Johanna was really present in my daughter’s life, like going to her big events, always supporting her. My daughter was the flower girl at her wedding. I just… I feel forever indebted to Johanna for having done all those things with America, for being the support system at times when I was struggling."

Amidst the challenges Rosa faced, Johanna’s unwavering presence brought stability and joy to America’s life. As the years went by, the impact of this Match resonated far beyond the initial connection. Johanna's presence defied geography when she moved first to New York, then to Los Angeles, and started her own family. Now 22, America lives in New York, but her relationship with Johanna’s children is that of a beloved aunt, showing that mentorship and family can extend beyond traditional definitions. The ripple of positive influence initiated by Johanna’s support has been built up into a wave of connection that transcends distance and time.

This year, driven by her own experience and a desire for meaningful connection, Rosa decided to pay the gift of mentorship forward. Having moved to San Francisco and achieved personal fulfillment by opening her own childcare business, she joined the Big Brothers Big Sisters program as a Big herself.

"I was craving that connection with someone else and I have the time and the experience with children. It just occurred to me. I feel very fortunate that even when I had my interview, I was told that it might take many months. And I thought that that was okay, that my Little would come to me. But it only took a few months, and we were Matched."

"I think the best way to approach being a mentor is to not come with an agenda or any expectations. I’m just here. We’re just spending time together, enjoying life together, supporting one another."

Rosa’s journey came full circle as she became a mentor to Genesis, a young girl who, like Rosa’s daughter America, was in need of attention and support. Through shared fun and genuine connection over the last few months, Rosa has been able to uplift Genesis, introducing her to new adventures and perspectives that nurture her growth.

"I think the best way to approach being a mentor is to not come with an agenda or any expectations. I’m just here. We’re just spending time together, enjoying life together, supporting one another. Genesis has expressed to me that she doesn’t like school. And from what she’s shared with me about what her school is like, I don’t blame her. It’s tough being a kid and being in a system that isn’t supportive of all children. And I can understand her mom’s challenges too—as an immigrant, single mom from El Salvador, I also know how hard it can be to just gather the strength to keep things together and take the kids out to have fun. I’m just glad that my Little is enjoying herself."

Just as Johanna’s presence had transformed America’s life years ago, Rosa is now playing a pivotal role in Genesis’s journey, proving that a single act of mentorship can create a positive ripple effect that extends far beyond expectations.

In a world where small gestures of kindness can spark lasting change, the story of Rosa, America, Johanna, and Genesis stands as a testament to the profound impact a single Match can have on individuals, families, and communities. Through these bonds, they’ve proven that the power of mentorship is a force that continues to shape lives, inspire growth, and build bridges between hearts.


Big Brothers Big Sisters of the Bay Area has an impact on three core areas in a young person’s life.

**Healthy Behaviors & Choices**

Youth matched with a mentor improve their avoidance of risky behaviors including justice system contact, bullying, and substance use.

91% of Littles increased their healthy behaviors and choices

**Mental Health**

Mentorship is one critical component of supporting youth mental health and Big Brothers Big Sisters’ program model shows Littles have fewer behavioral challenges, better coping skills, and significantly fewer symptoms of depression.

88% of Littles improved their emotional regulation skills

76% of Littles experienced fewer symptoms of depression

**School & Academic**

Evidence shows that being Matched through Big Brothers Big Sisters can make a big difference in how a child performs in school and how they feel about school in general.

86% of Littles improved their academic performance

97% of Littles increased their personal educational expectations

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We are dedicated to empowering Bay Area youth, serving children and teenagers whose lives will be changed forever for the better through guidance and support from one-to-one mentorship. Through our robust network of dedicated volunteers, we match youth ages 6-18 with positive role models, fostering transformative relationships that inspire and drive personal and academic growth.

We impacted the lives of 488 Bay Area young people facing adversity in 2022-2023.

About BBBSBA youth

64% qualify for free and reduced price lunch (FRPL), one indicator of poverty

26% have one or more adult in their lives who have been incarcerated

8% are being raised by a grandparent or non-parent relative

3% live in a foster home or other living situation

69% live in single family households
Big Brothers Big Sisters of the Bay Area proudly showcases our enduring impact by prioritizing former mentees for our Board of Directors and our own team. These individuals, once mentees in our program, are vital contributors, highlighting the lasting positive influence of mentorship and their commitment to the organization’s mission.

Sami Rios
Manager of Enrollment and Match Specialists

“When I think about my mentor, I just think my life changed. Mentorship is needed, it’s important, and it’s vital to the community.”
~ Sami

Sami was Matched with Concha in 3rd grade. At first, Sami was nervous about the age difference between them, but her fears soon dissipated when she grew to know Concha as consistent, lively, and caring. Concha opened Sami’s world to countless new hobbies she loved—baking, tennis, racquetball, biking, swimming and one of her favorites to this day, running. Concha supported these interests and helped Sami come out of her shell, gaining the confidence to become the extroverted person she is today and encouraging her to be the first in her family to go to college, where she majored in social work.

Now, inspired by the people who helped make her Match happen, Sami is BBBSBA’s Manager of Enrollment and Match Support Specialists, using her love for social work along with her experience as a Little to support others, build Matches, and pay it forward for the next group of Littles. Sami advocates for Littles, working tirelessly to form a Match that will last, all while advocating for Bigs by encouraging families to give them a chance to make a meaningful impact on the lives of their children and open their world to new possibilities.

Brianna Rogers
Board Member, BBBSBA

“Big Brothers Big Sisters is an outlet— [it provides] someone that can allow you to see yourself outside of your current circumstance and remind you of that and kind of keep you going. Keep you motivated.”
~ Brianna

Brianna was Matched with Tammy in the late 80’s. Tammy was a kind, patient, philanthropic woman and a good listener. At the time, Brianna was seven, stoic, and shy. It took some time to warm up to her, but as soon as she did, Brianna found a lifelong friend and mentor in Tammy. The two are Matched to this day.

Along the way and with Tammy’s encouragement, Brianna found her voice and unlocked her leadership potential. Now, there’s no stopping her. She is an Initiative Officer for ReWork the Bay and a Board member for Big Brothers Big Sisters of the Bay Area and East Oakland Youth Development Center. In short, Brianna is a community leader and part of our organization through and through. She is also a newly Matched Big with a Little of her own. Brianna is looking forward to providing a safe space for her Little to imagine her future and unlock her potential waiting to be tapped—just as Brianna did not so long ago.

David Boehmer
Board Member, BBBSBA

“It’s just the fact that someone was there. It had such an impact on my life.” ~ David

Unlike with most Matches, David’s Big chose him. Al was his Assistant Coach on his soccer team and was goofy, lighthearted, and laid back—everything David needed in his life where he often felt stressed and very different from his peers. Al stepped in and offered to be his Big. For the next 3 years with Al by his side, it was like a pressure valve released; David was finally able to de-stress, have the hard conversations that helped him grow, and foster a confidence in himself he didn’t have before. More than anything, he was grateful to have a man in his life he could be proud of and look up to. It’s no surprise that David followed in Al’s footsteps and became a Big to his (not so Little anymore) Little, Kacar. They’ve been Matched since 2004 and are lifelong friends.

David’s time, both as a Little and a Big, inspired him to jump at the opportunity to support Big Brothers Big Sisters of the Bay Area’s Board where he is an invaluable member of our team. Now, David uses his experience from both sides of the program to work to recruit more Bigs to support more Littles, tell his story, and share our mission. From his time with both Al and Kacar, David learned it truly is the little things that matter. It’s having a friend to talk to and relax with. It’s having someone who picks up the phone when you call, no matter what. It’s having someone who supports you and is on your side. David knows the truth of mentorship— it takes little to be big.
MATCHES THEN AND NOW

Wally & Frankie

In the past six years, Big Brother Wally has seen his Little, Frankie, grow from an overwhelmed 11 year old to a confident high school senior with a promising future. Frankie’s upbringing was far from easy. Missing his father for years due to incarceration was a challenge, and when his father was released, the struggle to find steady employment added to Frankie’s burdens. Seeking an escape, he gravitated towards negative influences, drawn to the world of drugs and gangs. But that was before he met Wally.

From the very beginning, Wally made a profound connection with Frankie, recognizing Frankie’s natural gifts of communication and leadership. Under Wally’s guidance, Frankie began to believe in his own abilities. Now, Frankie has acceptance letters from five colleges and stands at the crossroads of a future filled with limitless possibilities. Reflecting on their journey, Wally remarks, “Frankie is a born leader and truly a special person.”

Karen & Tasia

Tasia was only 11 years old when she first met Karen. Bullied at school, Tasia was struggling to find friends and build her self-esteem. Karen became Tasia’s mentor, friend, and confidante, offering unwavering support at a time when it was needed most. Tasia’s mother, Tameka, saw the transformation in her daughter over the years. She recalled that Tasia and her sister were “broken emotionally” when they first met Karen. But through the friendship that blossomed between them, Tasia’s social life improved, her grades soared, and her self-esteem skyrocketed. She dedicated herself to educational resources and sought guidance from people who helped her prepare for a brighter future. And it wasn’t just about academics; Karen made sure that Tasia had fun too, reminding her what it meant to be a child.

Now, as Tasia embarks on her college journey in Alabama, Karen remains a constant presence in her life. Despite the three-hour time zone difference, they talk often. Tameka is grateful because she knows that Karen is a crucial support system for Tasia, especially as she steps into this new chapter of her life, miles away from home.

Earnest & Dae’zhon

Dae’zhon was enrolled as a Little at the time of a traumatic event and needed a Big like Earnest to help him through this challenging time. Since Earnest had previous experience of what it was like to be a Little, he valued his relationship to his Big growing up and wanted to continue the same legacy. Dae’zhon was quiet like Earnest had been growing up, and Earnest got to experience the other side of the mentorship relationship, coming up with ways to break Dae’zhon out of his shell and encourage him to launch his college dreams.

This year, Dae’zhon graduated from high school and is pursuing further studies at a local Bay Area college. As a college graduate, caring husband, and loving father, Earnest set an inspiring example as he supported Dae’zhon through the emotions of growing up and planning for his future.

Want more details of these stories? Full features of these Matches will be posted on our website. Read stories at bbbsba.org/news-stories.

ABOUT BBBSBA BIGS
**Revenue Sources**

Total Revenue $5,196,511*

- Foundation 60%
- Special Events 14%
- Individual 10%
- Government 8%
- Corporate 4%
- In-Kind 3%
- Other 1%

*In Fiscal Year 2023, BBBSBA received a remarkable one-time investment from philanthropist MacKenzie Scott, which is reflected in foundation revenue.

**Use of Funds**

Total Expenses $2,484,982

- Program Services 66%
- Fundraising 24%
- Management & General 10%
- Foundation 60%
- Special Events 14%
- Individual 10%
- Corporate 4%
- In-Kind 3%
- Other 1%

**LEGACY GIVING**

Your legacy can have impact, too

Join our Legacy Society and leave a Big Impact by investing in the futures of Bay Area youth for years to come! To learn how to include BBBSBA in your will, trust, and more, contact the development team at donations@bbbsba.org or visit our Legacy Giving page at bbbsba.org/donate.
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We are committed to providing the highest quality mentorship experiences for Bay Area youth and we can’t do it without you.

Join us

Become a Mentor
For a few hours twice a month, you can ignite a child’s potential. Sometimes it’s as simple as grabbing lunch, going to a museum, or just taking a walk.

Invest in our Program
Your financial investment in mentoring ignites potential for children in our community facing the greatest need, allowing them to become tomorrow’s change-makers and leaders.

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