

2023

IMPACT

REPORT

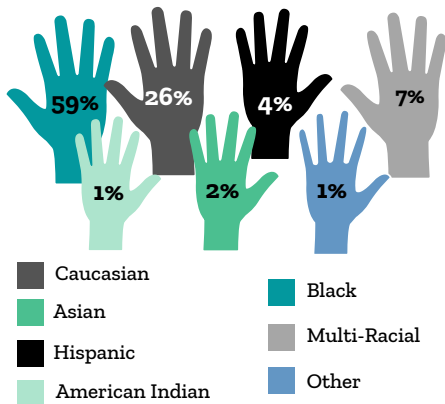
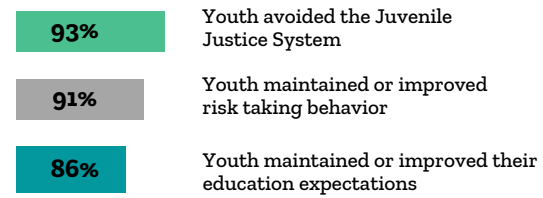
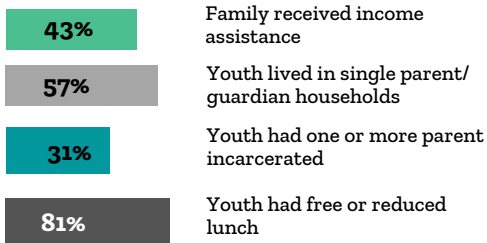


Big Brothers  
Big Sisters.<sup>®</sup>  
OF NORTHWEST  
FLORIDA

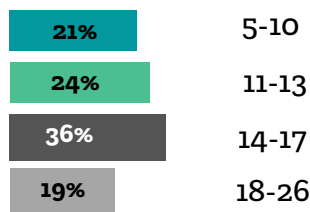
Big Brothers Big Sisters of Northwest Florida's (BBBSNWFL) mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

# THE CHILDREN IMPACTED IN 2023

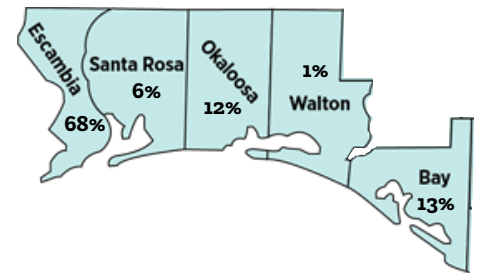
## YOUTH SERVED



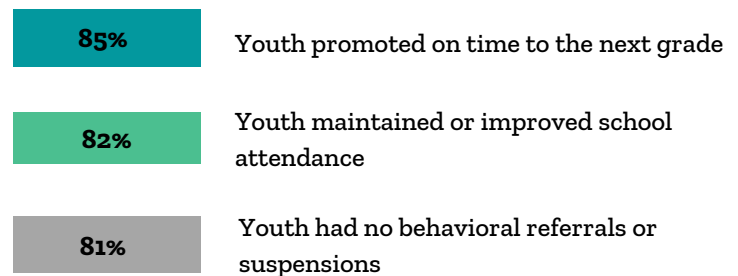
## AGES SERVED



## COUNTIES SERVED



**30,836**  
MENTORING HOURS



For more than 34 years, BBBSNWFL has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Through collaboration with schools and community organizations, we identify youth who need and want a mentor. By placing a caring adult in the life of a child, BBBSNWFL creates safe, high-quality, long-lasting mentoring relationships that help vulnerable youth beat the odds and reach their full potential through personal and academic achievement. Professionally supported by our staff, road-maps for success are developed in concert with parents, children, and mentors. We provide mentoring programs in multiple settings:

# COMMUNITY BASED

Community-Based allows Bigs and Littles to spend time in the community doing fun and interactive activities, working toward personal achievement and positive character development. To participate in the Community-Based program, Bigs commit to a weekly contact, at minimum 2 times in person.

YOUTH SERVED

428

Supported By



# SITE BASED

Site-Based focuses on personal success and academic achievement through weekly mentoring sessions at a school or site. Bigs can enjoy activities such as helping Littles with homework, sharing conversation, setting goals, and/or bonding over lunch.

YOUTH SERVED

165

in partnership with:



# BEYOND SCHOOL WALLS

Beyond School Walls is aimed at helping students improve their chances of graduating and transitioning to the workplace and/or post-secondary education. Doors of hope and opportunity are opened for students by allowing them to shadow volunteer employee mentors in the workplace for just a few hours each month during the school year.

YOUTH SERVED

125

WHAT DOES THE CORPORATE COMMITMENT ADD UP TO?

125 CORPORATE MENTORS    5,000 HOURS OF MENTORING    \$159,000\* IN TIME

DONATED TO OUR LOCAL COMMUNITY

97%

Seniors graduated.

84%

Seniors graduated with post-secondary plans (college, trade school, workforce, and/or military)

\*\*Data based on 2022-2023 School Year

\*Estimated Value of Volunteer Time for 2022 (<https://independentsector.org/news-post/value-of-volunteer-time-release/>); \$31.80 per hour

# PARTNERING HIGH SCHOOLS & BUSINESSES

Booker T. Washington High School

Escambia High School

Pensacola High School

Pine Forest High School

S.L. Jones Christian Academy, Inc.



Levin Papantonio Rafferty Law Firm



Navy Federal Credit Union



City of Pensacola



Pen Air Credit Union



D.R. Horton Homes

# BIGS WITH BADGES



Bigs with Badges is a one-to-one mentoring program that connects youth and those with badges in communities throughout Northwest Florida, building strong, trusting, lasting relationships.

**51**  
**MENTORS**  
 Defend Potential



- Army
- Bay County Sheriff's Office
- City of Pensacola
- Department of Veterans Affairs
- Florida Department of Corrections
- Naval Support Activity Panama City
- Northwest Florida State College
- Ocean City Wright Fire Dept.
- Okaloosa County Sheriff's Office
- Panama City Beach Fire Rescue
- Panama City Beach Police
- Pensacola Police Department
- Santa Rosa County Emergency Mgmt.
- South Walton Fire Department
- United States Air Force

## REPRESENTED ENTITIES

# ANNUAL INVESTMENT PARTNERS



Annual Investment Partners provide a consistent commitment to invest and collaborate with Big Brothers Big Sisters of Northwest Florida throughout the year by providing financial resources, expertise, or other valuable contributions to support the growth, development, and overall success and sustainability of the agency. To learn more, contact our Director of Development, Lori Oswald, at [loswald@bbbsnwfl.org](mailto:loswald@bbbsnwfl.org).

## 2023-2024 Annual Investors

Santa Rosa Energy Center



# STATEMENT FROM THE CEO



This past year has been one of awakening and excitement and it was fueled by a new team, new partnerships, new relationships, and new experiences. As staff, we have a personal interest in seeing our Littles succeed and believe we have a moral responsibility to ensure all children are prepared as they grow to become productive community citizens. What fuels our work is our goal for Littles to be self-sufficient and earning a living wage by the age of twenty-six and to achieve this goal they need strong role models and relationships with adults who nurture their confidence and their character.

We touched the lives of 593 children, a 5% increase over the previous year, WOW! On behalf of everyone at Big Brothers Big Sisters of Northwest Florida, I want to express my appreciation to all who contributed to our success, including first our dedicated staff. Without them the train does not move down the tracks. Our Bigs, collaboration partners, workplace and community donors, governing board of directors, community advisory board members, friends and many more who support our mission forward another year. Your investment is allowing us to become the organization that empowers every young person on the path to graduate high school with a plan for their future and a mentor whose impact will last a lifetime.

As we look ahead to the new year, let us continue to stand together in support of all Littles who need and want a Big Brother or Big Sister. I challenge each of us to carry the spirit of giving, of empathy, and of hope; to be intentional with the time you have been given in service to others. Together, we can continue to ignite the potential within, one relationship, one moment, at a time.

**We are Bigger Together!**

- Paula Shell, President & CEO

# STATEMENT FROM THE GOVERNING BOARD CHAIR



As the Board Chair of Big Brothers Big Sisters of Northwest Florida (BBBSNWFL), I am thrilled to present our 2023 Impact Report, a testament to the incredible strides we've made in empowering the lives of young individuals through mentorship. The need for mentors is greater today than it ever was. As I reflect on my own childhood and the landscape in which I grew up, I'm struck by the stark differences in today's environment. The pressures and challenges facing young people today are vastly different from what existed in years past. My heart weighs heavy for the children who lack the guidance and support of a mentor to navigate these new complexities and challenges. I am profoundly grateful for the impactful work that BBBSNWFL is dedicated to, providing necessary support to our young people today.

While our agency has long served five counties across Northwest Florida, with our headquarters based in Pensacola, FL, I am delighted to share a significant milestone with you all. We have recently established another BBBSNWFL office in Crestview, FL. This strategic decision is a pivotal step that will allow us to serve this community in a vastly improved and more impactful manner.

I'd like to take a moment to convey our heartfelt gratitude to the pillars of our organization - our Bigs, donors, strategic partners, dedicated board members, tireless staff, and selfless volunteers. Without your unwavering commitment, both in terms of time and resources, many Littles would be without the mentors they have today. We are immeasurably grateful for the contributions each one of you has made.

In conclusion, I would like to share my goal for 2024 - to proactively address the critical need for more Bigs. Let us move forward with a shared sense of purpose and determination. Together, we have the power to meet the needs of the 100+ children eagerly awaiting a mentor in Northwest Florida. Your continued support and dedication make this vision not only possible, but also within our reach.

Sincerely,

-Jessica Rockhill, Governing Board Chair

# OUR GOALS



## OUR MISSION

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

## OUR VISION

That all children achieve success in life.

## STRATEGIC PRIORITIES

To become the organization that empowers every young person on a path to graduate high school with a plan for their future and a mentor whose impact will last a lifetime, our strategic plan will focus on four key pillars to enable transformative change in Northwest Florida.

### Focus our REACH

Enhance marketing strategies for volunteer recruitment to enable us to deliver programs that uniquely reach the kids who need us most.

### Focus our RELEVANCE

Expand Board recruitment, training, and engagement from Pensacola to Panama City.

### Build our RESOURCES

Establish and implement a Strategic Partnership Program, so the agency can thrive to maximize organizational effectiveness.

### Grow our REVENUE

Establish Endowment Program to maintain financial stability well into the future.

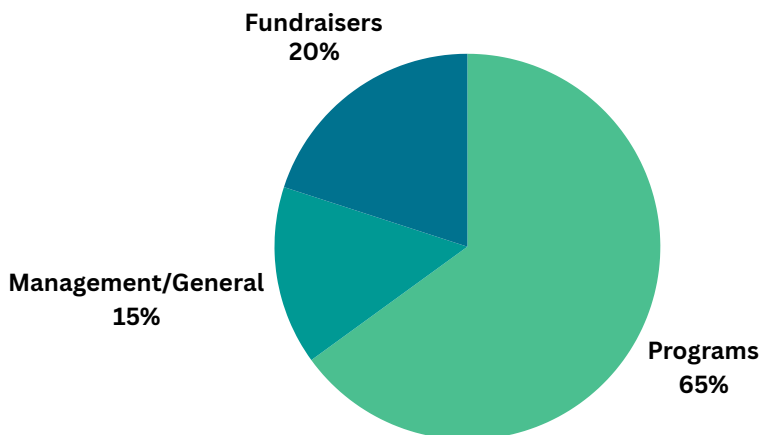
## OUR COMMITMENT TO JUSTICE, EQUITY, DIVERSITY AND INCLUSION

Together we affirm that every person has the opportunity to reach their full potential. We are committed to creating and cultivating a safe environment where all individuals feel respected and valued equally. We are committed to a nondiscriminatory and anti-racist approach and are committed to dismantling any inequities within our policies, systems, programs and services.

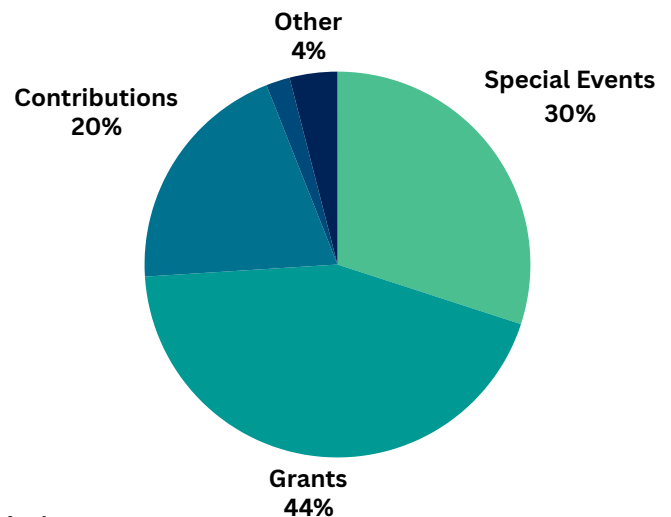
## FINANCIAL SUMMARY



### ANNUAL EXPENSES



### ANNUAL REVENUE



Numbers based on 2022-20223 fiscal year.