



**Big Brothers
Big Sisters®**

OF AMERICA

MEDIA KIT 2022



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ABOUT BBBSA

Big Brothers Big Sisters of America (BBBSA) is the oldest and largest Justice, Equity, Diversity, & Inclusion (JEDI)-Focused Youth Equity & Empowerment Organization with a commitment to empower every kid on the path to graduate with a plan for their future and a mentor whose impact will last a lifetime. Big Brothers Big Sisters helps children realize their potential and build their futures by nurturing children and strengthening communities.

Since 1904, Big Brothers Big Sisters has operated under the belief that inherent in every child is incredible potential. As the nation's largest donor- and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 5 through young adulthood in communities across the country. The program develops positive relationships that have a direct and lasting effect on the lives of young people.



HISTORY

It all started in 1904, when a young New York City court clerk named Ernest Coulter was seeing more and more boys come through his courtroom. He recognized that caring adults could help many of these kids stay out of trouble, and he set out to find volunteers. That marked the beginning of the Big Brothers movement.

At around the same time, the members of a group called Ladies of Charity were befriending girls who had come through the New York Children's Court. That group would later become Catholic Big Sisters. Both groups continued to work independently until 1977, when Big Brothers Association and Big Sisters International joined forces and became Big Brothers Big Sisters of America.

More than 100 years later, Big Brothers Big Sisters remains true to their founders' vision of bringing caring role models into the lives of children. Today, Big Brothers Big Sisters currently operates in all 50 states—and in 12 countries around the world.

MISSION

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

VISION

All youth achieve their full potential.



BBBSA PROGRAMS:

- Community-based
- Children of Military Families
- School-based
- Children with Incarcerated Parents

HOW TO GET INVOLVED:

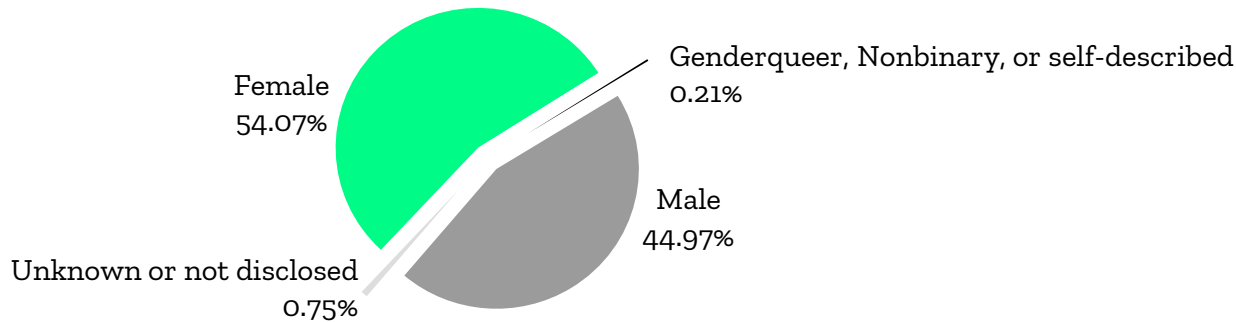
- Enroll a child
- Become a volunteer
- Make a donation
- Start a workplace mentoring program



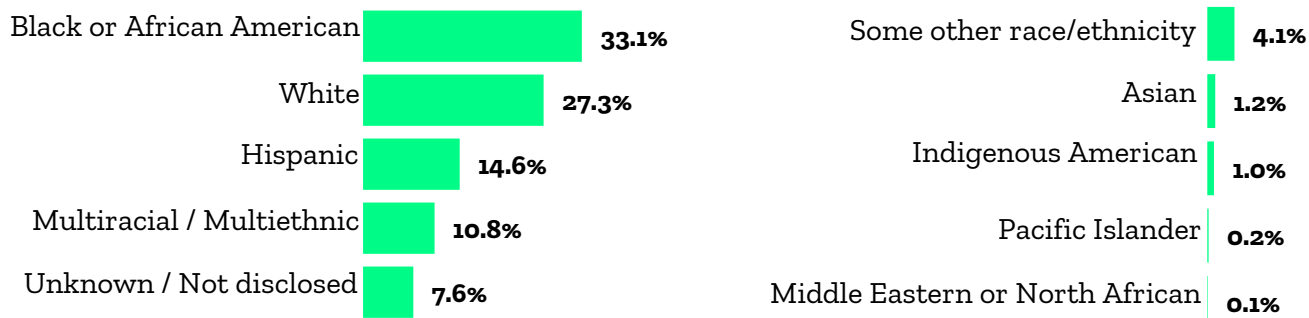
94,043 LITTLES PARTICIPATED IN 2021



Littles: Gender Identity / Expression



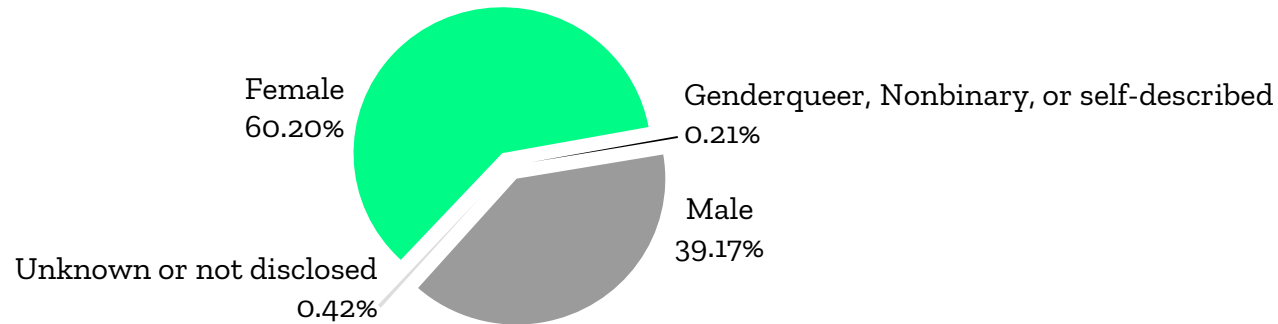
Littles: Race / Ethnicity



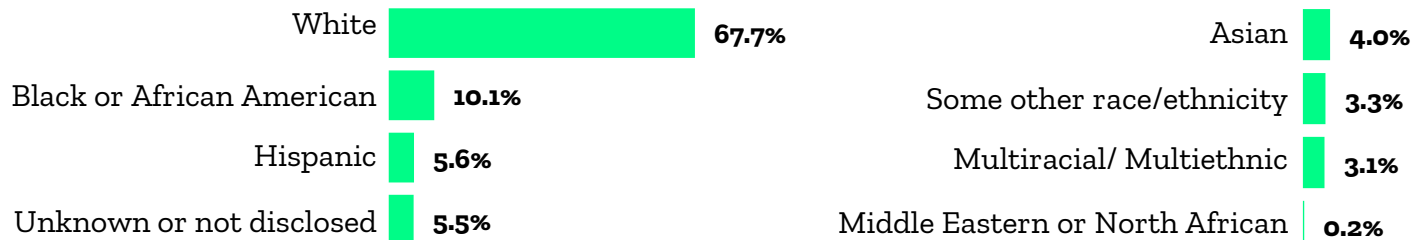
92,354 BIGS VOLUNTEERED IN 2021



Big's: Gender Identity / Expression



Big's: Race / Ethnicity



IMPACT SNAPSHOT



NEARLY **400,000**

volunteer mentors and families participating.

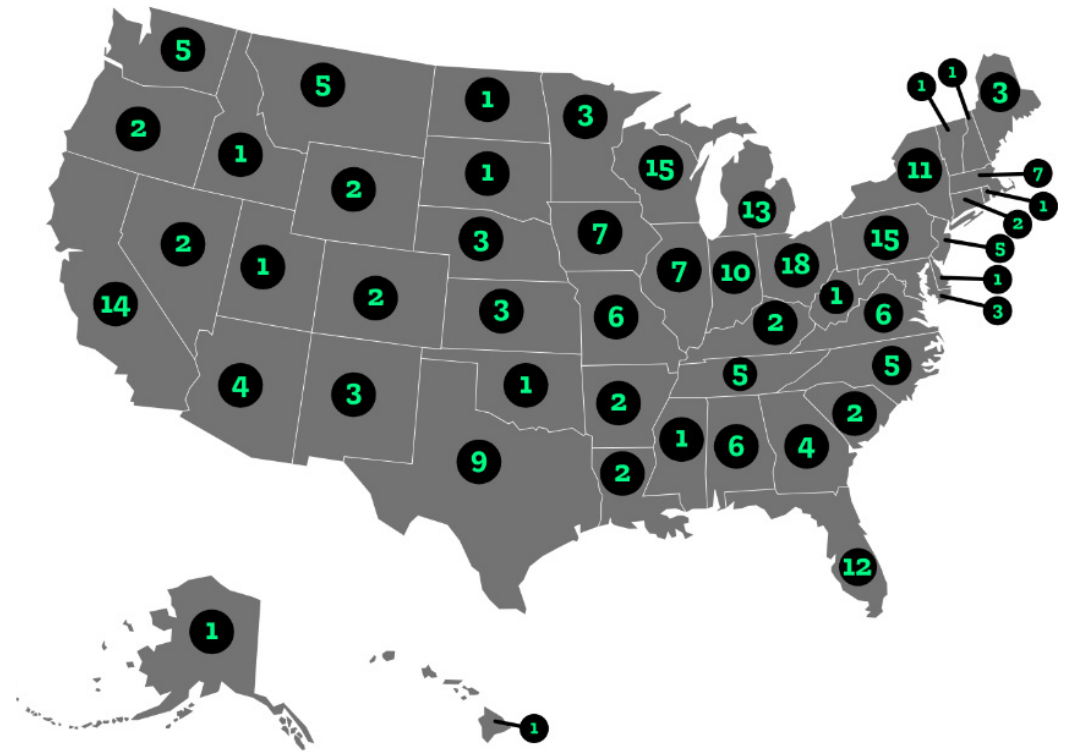
MORE THAN **2 MILLION CHILDREN**

served over the past 10 years.

235+ AGENCIES

across the United States in

OVER **5,000** COMMUNITIES



IMPACT ON EDUCATION



Educational success encompasses: Academic Performance, School Connectedness, and Educational Expectations. In 2021, Littles experienced significant gains in Academic Performance, showing improvement in their grades. A high baseline score for School Connectedness, even without significant change, suggests Littles started from a place of strength in terms of feeling engaged in their own education. Littles also experienced significant gains in Education Expectations. **Most notably, 96% of Littles in 2021 made or strengthened plans for finishing high school and/or pursuing college.** This persistence toward educational goals indicates that young people are on the path to graduate with a plan for their future.

- **97% of Littles said working hard in school is very important.**
- **95% of Littles said going to school and getting a good education is very important.**
- **94% of Littles said graduating from college is very important.**

CHILDREN WHO WORK HARD, RECOGNIZE THE VALUE OF EDUCATION, AND SET A GOAL OF GOING TO COLLEGE ARE MORE LIKELY TO SUCCEED.



EXECUTIVE TEAM



ARTIS STEVENS: PRESIDENT AND CHIEF EXECUTIVE OFFICER



As the first Black CEO in BBBSA's 100+ year history, he is inspired by the many leaders who blazed a trail before him and sees this historic announcement as fuel for more barriers to be broken. His hard work and drive led him to become an award-winning non-profit marketing leader with a passion for building purpose-driven brands, boards, and teams. He brings unique experience having led large-scale teams, affiliate systems and transformational outcomes across nationwide youth programs, fundraising, marketing, and initiatives focusing on Diversity, Equity and Inclusion (DEI).

Before joining Big Brothers Big Sisters of America, Artis served as Senior Vice President and Chief Marketing Officer for National 4-H Council, leading the national marketing and communications efforts driving the organization's positioning, brand strategy, marketing campaigns, communications, digital presence, consumer insights, and affiliate marketing. His leadership doubled fundraising for 4-H and led to the recruitment of one million alumni. He was named American Marketing Association Foundation's (AMAF) 2018 National Nonprofit Marketer of the Year, the highest honor bestowed to nonprofit marketing professionals, for his leadership in revitalizing 4-H's 100-year-old brand image. Prior to 4-H, he served as National Vice President, Marketing, Strategy & Operations at Boys & Girls Clubs of America (BGCA) where his most notable accomplishment was spearheading BGCA's new tagline and most impactful brand awareness campaign launch to date— Great Futures Start Here.

Artis says his most remarkable achievement is being voted World's Best Dad annually for more than a decade by his wife, Dr. Erica Stevens and his two girls.

EXECUTIVE TEAM



TIM MIDKIFF: CHIEF FINANCIAL AND ADMINISTRATIVE OFFICER



Tim Midkiff joined Big Brothers Big Sisters of America as controller in December 2013. In September 2014, he assumed the role of Chief Financial Officer. In this role, Tim oversees Information Technology, Grant Compliance and Quality Assurance, Payroll, Internal Audit, Annual Audit, Building Maintenance, and BBBSA Foundation.

Tim previously served as the controller for American Lung Association of the Plains-Gulf Region. While at American Lung Association he lead in consecutive years of successful annual federal audits, managed grants from varying federal agencies as well as lead in several mergers.

Prior to joining American Lung Association, Tim served as the controller for Family Gateway. Tim comes from a background of business ownership where he successfully led the company from start-up to expansion to multiple locations.

Tim received a Bachelor Degree from Baylor University and Masters of Business Administration in Accounting from the University of Dallas.

EXECUTIVE TEAM



ADAM VASALLO: CHIEF MARKETING OFFICER



Adam Vasallo is the Chief Marketing Officer for Big Brothers Big Sisters of America. Adam joined Big Brothers Big Sisters of America in January 2018 and leads the marketing department in generating awareness for the Big Brothers Big Sisters mission, inspiring volunteerism, and bringing the organization's brand and commitment to youth equity and empowerment to life on national stages, through strategic partnerships and in communities nationwide.

Prior to joining Big Brothers Big Sisters of America, Adam spent 11 years at the Home Shopping Network (HSN), where he held several senior level development and marketing roles including Director of New Business Development and Entertainment Marketing. In that role, Adam cultivated and grew multi-year corporate partnerships by driving customer engagement, generating incremental revenue, and acquiring new customers through storytelling, unique experiences, and multichannel marketing programs anchored in content.

Adam is a 2-time Big Brother and is currently matched with his Little Brother Giovanni. He has a Bachelor of Arts degree in Mass Communications from the University of South Florida and a Master of Business Administration from Nova Southeastern University.

Adam and his wife, Robyn, are the proud parents to three children, Addison, Zachary and Sophie.

EXECUTIVE TEAM



MANDY BISCEGLIA: CHIEF AGENCY OFFICER



Mandy Bisceglia is the Chief Agency Officer for Big Brothers Big Sisters of America. In May of 2017, Mandy joined Big Brothers Big Sisters of America as the Director of Affiliate Support.

Mandy has worked within the Big Brothers Big Sisters network for over 15 years; beginning with Big Brothers Big Sisters of the Capital Region (Albany, NY) and then with Big Brothers Big Sisters of Tampa Bay for over 12 years. During her tenure with BBBS of Tampa Bay, she had the privilege of holding direct service and director level positions within each function of the program department, spending the last five years as the Vice President of Programs. As the Vice President of Programs, she was responsible for the overall quality and capacity building of program services through ongoing monitoring, development and implementation of improved quality measures and evaluation using the nationally accepted quality metrics.

Mandy holds a degree in sociology, with an individualized study in International Studies and Juvenile Delinquency, from State University of New York College at Cortland.

Mandy is also a Big Sister to her Little Sister, Selena. They've been matched since November 2013.

EXECUTIVE TEAM



DEBORAH BARGE: CHIEF DEVELOPMENT OFFICER



Deborah Barge is the Chief Development Officer for Big Brothers Big Sisters of America. She joined the organization in 2021 and is responsible for leading and cultivating the implementation of a new, diversified, expanded fundraising strategy for the National Office and work in partnership with the Network on a federated-wide fundraising strategy. Deborah has extensive experience leading purpose-driven multi-affiliate organizations, directing national fundraising, field development and revenue strategy for worthy charitable causes across the nation, including the Muscular Dystrophy Association (MDA) and the March of Dimes, raising more than \$1 billion for philanthropic causes.

In her most recent role as the Senior VP, Chief Operating & Field Officer at MDA, Deborah led fundraising programming, CRM implementation, field activation, events and donor stewardship to maximize growth and create optimized business & philanthropy operations. As a servant-leader, Deborah strives to maintain an environment that promotes continuous learning and innovation to drive data-informed, donor-centric revenue development success to fuel the mission. She lives in the Greater Seattle area with her two children and husband.

EXECUTIVE TEAM



DVON WILLIAMS: CHIEF COMMUNICATIONS OFFICER



Williams brings over 15 years of experience in public relations, media, strategic brand positioning, thought leadership and executive visibility to Big Brothers Big Sisters of America (BBBSA) as Chief Communications Officer (CCO). She leads the development and execution of an integrated communications strategy that successfully reinforce BBBSA's brand strategy and mission to make a lasting impact on the lives of young people through mentorship.

As CCO, Williams leads internal communications, bolstering network-wide communications to and with agencies for more message consistency and impact. She also spreadheads external communications efforts, developing messaging and elevating BBBSA's voice to thread a formal strategy for thought leadership positioning of the organization; as well as amplifying executive and board visibility to drive relevance with key stakeholders.

Prior to joining BBBSA, Williams spent over a decade of her career building brand awareness and affinity for some of the top national non-profit brands in the country. She previously served as Senior Director, PR and Celebrity Relations at National 4-H Council where she established a dedicated PR and influencer relations team managing media and talent relations as well as reputation management and positioning. Her leadership advanced the brand's visibility into mainstream media and expanded its network of spokespeople to include diverse and representative voices for the long-standing organization.

EXECUTIVE TEAM



JULIE NOVAK: CHIEF YOUTH PROTECTION OFFICER



Julie Novak joined Big Brothers Big Sisters of America in 2004. As Vice President of Youth Protection, she serves as Big Brothers Big Sisters of America's leading expert and national spokesperson on matters related to child safety and youth protection. She leads the nationwide advancement of effective child abuse prevention and crisis response strategies throughout Big Brothers Big Sisters' network, working collaboratively with other national experts from organizations that include: The National Center for Missing &

Exploited Children, The Crimes Against Children Research Center, Centers for Disease Control, The Nonprofit Risk Management Center, and local, state, and federal law enforcement authorities.

Prior to starting to work for Big Brothers Big Sisters of America, Julie served as CEO of Big Brothers Big Sisters of Northwestern Wisconsin for 11 years. At BBBS of Northwestern Wisconsin, she secured and administered collaborative local, statewide, and federal violence prevention initiatives while expanding the organization's service to children by over 400%. She also served as a grant reviewer for the Wisconsin State Department of Justice, an Executive Committee Member of the Eau Claire YMCA, President of Big Brothers Big Sisters of Wisconsin, helped found the Boys and Girls Club of the Greater Chippewa Valley, and served as Nationwide Leadership Council Vice Chair, Big Brothers Big Sisters of America. After graduating from the University of Iowa she served for three years as a sexual assault and domestic violence victims' advocate. She resides in Eau Claire, Wisconsin.

EXECUTIVE TEAM



TAWANNA MYERS: CHIEF PEOPLE & CULTURE OFFICER



Tawanna Myers joined the organization in early 2022 to develop and lead human resources strategy, Justice, Equity, Diversity, and Inclusion (JEDI) and culture initiatives across the Big Brothers Big Sisters of America employee life cycle, including talent acquisition, onboarding, employee engagement, employee relations, talent development, executive coaching, as well as change management and organizational culture. She brings over 18 years of expertise across HR, DEI, and change management, most recently as VP, Talent Management, DEI for Boys & Girls Clubs of America's national office.

She earned a Bachelor of Science degree in political science from Norfolk State University and received certifications from Cornell University for Diversity & Inclusion, the former American Institute for Advancing Diversity's Diversity Leadership Academy under Dr. Roosevelt Thomas, Prosci© as a Certified Change Practitioner, Korn Ferry© in Leadership Architect Global Competency Framework, and the Human Capital Institute© as a Talent Acquisition Strategist. Myers is also a proud member of Delta Sigma Theta Sorority, Inc.



Big Brothers Big Sisters Partner with T-Mobile's Project 10Million to Provide Connectivity to Free Internet and Hotspots for Students in Underserved Communities

Friday, September 30, 2022

Dateline:

TAMPA, FL. –

TAMPA, FL. – In an effort to reduce barriers to internet access for students in underserved and rural communities, Big Brothers Big Sisters of America (BBBSA) and T-Mobile U.S. Inc. (NASDAQ: TMUS) are partnering to provide free internet and hotspots through T-Mobile's [Project10Million](#). The \$10.7 billion program will give millions of students an equal opportunity for success in their education.

Through BBBSA, K through 12 students in eligible households, will obtain information on how to receive free 100GBs of internet and hotspot data per year for five years. The program also offers students access to low-cost laptops and tablets available for purchase at T-Mobile stores. "Connectivity is no longer a 'nice-to-have' for students to learn and grow — it's a necessity. And now, they will get a mobile hotspot and enough data to equal 5,000 hours of internet research or 320 hours of online learning into the hands of students in time for the upcoming school year" says Janice V. Kapner, T-Mobile Chief Communications Officer. To enroll in the program, students must show proof of eligibility or be currently enrolled in the National School Lunch Program (NSLP) or other qualified government programs. Students or parents/guardians do not need to be T-Mobile customers to participate.

According to [Pew Research Center](#), lower income students are very or somewhat likely to do homework on a cellphone; use public Wi-Fi for schoolwork as there is little to no internet at home; and are unable to finish homework due to inaccessibility to a computer at home. 59% of lower income students face at least one of these challenges.

"Young people have faced the realities of inequitable access to internet for far too long. Our community of mentors and volunteers have been committed to providing the support, resources and time needed to keep all kids on a path to academic success," said Deborah Barge, BBBSA Chief Development Officer. "We know there is power in partnership and community, that is why we are so pleased to partner with T-Mobile to provide the critical access to the connectivity necessary to empower young people and their potential."

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For more information on enrollment for parents/guardians and school administrators, visit: www.t-mobile.com/p10m.

About Big Brothers Big Sisters of America

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About T-Mobile

T-Mobile U.S. Inc. (NASDAQ: TMUS) is America's supercharged Un-carrier, delivering an advanced 4G LTE and transformative nationwide 5G network that will offer reliable connectivity for all. T-Mobile's customers benefit from its unmatched combination of value and quality, unwavering obsession with offering them the best possible service experience and undisputable drive for disruption that creates competition and innovation in wireless and beyond. Based in Bellevue, Wash., T-Mobile provides services through its subsidiaries and operates its flagship brands, T-Mobile and Metro by T-Mobile. To learn more about T-Mobile, visit www.t-mobile.com.

Media Contact:

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The Deloitte Foundation Awards Big Brothers Big Sisters of America \$350,000 in Scholarship Funds for Youth and Young Adults for the 2022-2023 Academic School Year

Wednesday, October 12, 2022

Dateline:

TAMPA, FL. –

TAMPA, FL. – Big Brothers Big Sisters of America’s (BBBSA) Youth Equity and Empowerment Scholarship will receive \$350,000 in scholarship funds from the Deloitte Foundation. 60 scholarships will be awarded to youth and young adults enrolled in BBBSA during the 2022-2023 academic school year, who plan to attend an accredited university or credential program.

According to the National Center for Education Statistics (NCES), 67% of students say that tuition cost is a determining factor when selecting a university/college. Through BBBSA’s scholarship program, selected, eligible individuals will receive financial support to have an opportunity to seek the higher education they desire. “We are thrilled to be able to support an organization that continues to change lives through mentorship,” said Erin Scanlon, president, Deloitte Foundation. “Big Brothers Big Sisters of America uplifts communities and helps to empower youth so that they can aspire to fulfilling lives and careers.”

To be eligible for the scholarship, BBBSA participants must be a high school junior, senior, or posts-secondary adult between the ages of 18-24. Participants must plan to pursue a career in one of the following: accounting, finance, economics, engineering, computer engineering, computer science, information systems, technology, data science, data analytics, and math. Scholarships will be available to those who live or plan to attend a school/program in these select locations: Chicago, IL, Hartford, CT, Kansas City, MO, Milwaukee, WI, Minneapolis, MN, Nashville, TN, New York, NY, Omaha, NE, Parsippany, NJ, Philadelphia, PA, Pittsburgh, PA, Seattle, WA and Tampa, FL.

“We know when young people gain exposure and access to educational and career opportunities, it widens their view to the possibilities and potential ahead of them in life and career,” said Artis Stevens, President and CEO, BBBSA. “With the support of organizations like the Deloitte Foundation, we continue to empower the next generation on a path to graduate with a plan for their futures.”

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Application details for the scholarship will be available soon on [BBBSA's website](#).

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About Deloitte Foundation

Founded in 1928, the Deloitte Foundation is a not-for-profit organization that supports education in the United States. The foundation helps to develop the next generation of diverse business leaders, influencers, and promote excellence in teaching, research, and curriculum innovation through a variety of initiatives. The organization also sponsors an array of national programs relevant to a variety of professional services to benefit high school students, undergraduates, graduate students, and educators. To learn more about the Deloitte Foundation, visit www2.deloitte.com.

Media Contact:

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STAY IN TOUCH

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SOCIAL MEDIA



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[@BBBSA](https://twitter.com/bbbs)



[LINKEDIN.COM/COMPANY/BBBSA](https://www.linkedin.com/company/bbbsa)



[YOUTUBE.COM/BBBSOFAMERICA](https://www.youtube.com/bbbs)



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