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Organization Information

1. Mission of your organization.

Our mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. Our vision is for all children to achieve success in life.

2. List the primary programs in support of the organization's mission. Include a 1-2 sentence description of each.

A. Community Based Mentoring

Our community-based mentoring program offers one-to-one and couple mentoring relationships and follows the model established in 1904 in New York City, which we brought to Cumberland County in 1982 and have successfully implemented it locally for more than 35 years. In this model, the Big Brother or Big Sister goes to the Little's home, picks them up, and takes them to do an activity in the community such as going to the movies, a museum, sporting events in Philadelphia, the Jersey Shore, family gatherings or the library.

B. Site Based Mentoring

Our organization realized that the need for one-to-one, long-term, professionally-supported mentoring was increasing each year without an abundance of volunteers who were willing to work with children in the community setting, so a solution came in the form of site-based mentoring programs that allowed volunteers to meet with at-risk youth within the school setting or at a corporate or organization site for about 45 minutes at a time. Within this set of programs, we have established Adult School Based Mentoring, High School Service Learning Mentoring where high school "Bigs" mentor elementary and middle school "Little" mentees, Generation to Generation in which age 55+ adult volunteer mentors share their life experiences and wisdom with "Little" mentees, and Beyond School Walls which engages a corporation to host as a mentor site and to encourage its employees to serve as "Big" mentors.

3. How would you describe your organization's target population?

Our organization's target population is children and youth in Cumberland and Salem Counties between the ages of 5 and 18 that tend to 'fall through the cracks'. The children may be referred to Big Brothers Big Sisters by local service providers, Division of Child Protection & Permanency, school personnel such as teachers, social workers, guidance counselors and/or parents/guardians. The children and youth may be facing financial hardships, rejection or the loss of one parent, terminal illness of one parent, incarceration of one or both parents, a dysfunction within their household, have physical or emotional barriers, or be limited by their level of understanding English or mobility. Each child and youth provides a unique set of circumstances that Big Brothers Big Sisters addresses with internal and external assistance. Our programs offer children and youth the encouragement that helps them overcome the odds. In all cases, the children's needs must be appropriate for volunteer intervention.

4. Brief history of your organization, including accomplishments and milestones. (Limit answers to 250 words or less.)

Big Brothers Big Sisters of Cumberland & Salem Counties (BBBS) was founded in 1982 to provide one-to-one, long-term, professionally-supported, mentoring services to children who wanted to reach their full potential. We are an affiliate of Big Brothers Big Sisters of America (BBBSA).

Since 1982, our agency has offered Community Based Mentoring which occurs between a carefully screened adult and youth who meet within the community.

In 1995, we established Adult and High School Based Mentoring. We realized volunteers needed options other than the traditional community-based model. This form of site-based mentoring allows volunteers to mentor youth within the school setting. These programs are offered in 19 public schools within five school districts.

In 2005, BBBS expanded our service area to include Salem County.

In 2008, we received a Gold Standard Award from BBBSA for quality program services and growth.

In 2014, we received the Gold Standard Award again. Only 13 agencies among 338 nationwide received the award.

In 2015, we received a Pinnacle Award from BBBSA. Our agency was one of four agencies to receive this prestigious award. The Board of Trustees received Board of the Year Award and the CEO was a past recipient for the BBBSA CEO of the Year award.

In 2015 and 2016 our organization received the BBBSA Quality Award.

In 2017, a building was donated to us and we completed our first endowment fund campaign. In 2018, we initiated several new programs, launched a new brand and logo, and served 298 youth and their families.

5. Briefly describe what makes your organization unique. (Limit answers to 250 words or less.)

We are the only organization in Cumberland and Salem Counties that offers Professionally supported one-to-one mentoring relationships, following the BBBS model established in 1904, which is proven to be most effective in prevention of risky behaviors and promotion of greater self-confidence, higher aspirations, personal goal setting, and better interpersonal relationships. In addition, we are unique in the nonprofit world in that we have unified leadership with the internal CEO, board of trustees, and lead funders that have been committed to Big Brothers Big Sisters of Cumberland & Salem Counties and its core mission for more than 25 years. Furthermore, we are committed to and have demonstrated success with innovation and growth for more than 35 years.

6. List of board members. Please include board position, professional affiliation and number of years served.

1. Shayne Bevilacqua, Chair

Professional Liability Insurance Group, Owner/Principal
Number of Years Served: 7

2. Michele Plumbo, Vice Chair

Freelance Graphic Designer
Number of Years Served: 8

3. Emmanuel Gauffeny, Treasurer

Arc International North America, Vice President
Number of Years Served: 2

4. Cosmo Adam Giovinazzi, IV, Secretary

Capital Bank of New Jersey, Vice President/Cumberland County Market Manager
Number of Years Served: 20

5. Mark Fox

Fox Foundation/Fox 21, Executive Director/Owner
Number of Years Served: 29

6. Kathleen Norton-Gallaher

Ripicon, Manager
Number of Years Served: 13

7. Debby Novick

Novick Auto Mall, President
Number of Years Served: 10

8. Michael Loyle

Bernhardt Limousines Unlimited, Driver
Number of Years Served: 5

9. Priscilla McCoy

Rutgers, Armitage Hall, Administrative Assistant, Office of the Registrar

10. **Paul Perino, Jr.**
Liberty Point Advisors, A private wealth advisory practice of Ameriprise Financial Service, Inc., Partner/Financial Advisor
Number of Years Served: 14
11. **Donata Dalesandro**
Newfield National Bank, Marketing Manager
Number of Years Served: 4
12. **Dawn Hunter**
Greater Vineland Chamber of Commerce, Executive Director
Number of Years Served: 3
13. **Denise Jackson**
TD Bank, AVP Store Manager
Number of Years Served: 2
14. **Chris Wolf**
Columbia Bank, Vice President, Commercial Loan Officer
Number of Years Served: New as of 02/12/19

NOTE: Term Limits apply to officers only, and they are 1 year terms with a maximum of 3 consecutive years in the same officer position.

7. Percentage of board members who provided contributions to the organization within the last 12 months.

100%

8. Date of the organization's last strategic plan and years it encompasses.

Our last strategic plan was developed in 2016-2017. The plan encompasses 2017-2020. It is reviewed and updated annually.

9. Describe your organization's long term goals or vision. (Limit answers to 250 words or less.)

Our agency's long-term goals/vision is to exponentially increase the number of children we serve through professionally-supported one-to-one mentoring relationships. We ended the year of 2018 serving 298 children and their families, and through iMentor's Mentor2.0 program, we would like to move that number to 405 children in the next four years, and even increasing beyond that. Furthermore, we would like to see these children reach their potential through high school graduation, successful employment and/or further training and education.

10. Describe how this project fits within your organization's strategic plan and/or long term goals or vision. (Limit answers to 250 words or less.)

In order to substantially increase the number of youth we serve, we know that we need to utilize technology. We believe that iMentor's Mentor2.0 program will mitigate some of the challenges we face in recruiting "Big" mentors due to travel time commitments and their availability of time.

iMentor's Mentor2.0 program is a curriculum-based online program model, where matches (a "Big" mentor and "Little" mentee) interact through weekly, through the iMentor platform. In addition, in-person match events will take place regularly. We believe this a solution that will help us meet our strategic vision and transform our agency.

11. Why has this project been selected as a priority for your organization? (Limit answers to 250 words or less.)

iMentor's Mentor2.0 program has been selected as a priority unanimously by our

President/CEO, Program Director, and Board of Trustees. We have been researching and vetting iMentor's Mentor2.0 program for two years. This past January at our annual Board/Staff Retreat, the need to utilize technology and implement new approaches to both recruitment and program delivery became increasingly more evident while reviewing the progress of our Strategic Plan. We believe that iMentor's Mentor2.0 program is the best program and provides the best tools to transform the way we serve our children in one-to-one mentoring relationships. It will be a game-changer for our organization, catapulting the number of children we will be able to serve.

12. How long has the current Executive Director served in this position?

27 years

13. Number of full-time employees

7

14. Number of part-time employees

0

15. Number of volunteers

300+ (office, Board of Trustees, special event committee members, and Big mentors)

16. List the organization's top five funding sources for the last completed fiscal year, including the names of funders and amounts.

Our top five funding sources for the last completed fiscal year include:

Fox Foundation - \$50,000; County of Cumberland - \$46,000; Dan Falasca - \$31,550; Comcast Foundation - \$25,000; Bridgeton Board of Education - \$24,000.

17. In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details. (Limit answers to 250 words or less)

We have consistent leadership, and we do not project any significant changes.

Project Information

- 18. Describe the specifics of the population that will be served by this project and its location (NOTE: the population being served by this project MUST be located within the four counties of Burlington, Gloucester, Camden and Cumberland.)**

The population we will directly serve by iMentor's Mentor2.0 program is a cohort of 50 high school freshmen in year one, who will move to sophomores in year two, and an additional 50 incoming freshmen in year two. These students attend school in Cumberland County at the high school partner that iMentor and BBBS will jointly select. "Little" mentees are primarily from low-income communities and are likely to be first generation college students. These students, similarly to most of the youth we serve, may be facing financial hardships, rejection or the loss of one parent, terminal illness of one parent, incarceration of one or both parents, a dysfunction within their household, have physical or emotional barriers, or be limited by their level of understanding English or mobility.

- 19. Describe the problem or need that this project will address. Provide specific data or organizational experience to support the problem or need.**

Originally, we only had one option/model for volunteers to get involved in one-to-one mentoring. Over 35 years, we have added a variety of programs to overcome the barriers to volunteering as a mentor and to better serve our children and families with everyone's safety in mind. For example, when studies showed that transportation, distance, and time commitment were a deterrent for mentors and the children/families served, we launched and implemented site-based programs to better accommodate all and maintain and grow the number of children served. We see iMentor's Mentor2.0 program as a natural next step for us to further engage the community in one-to-one mentoring. It's the next phase of overcoming barriers of transportation, travel distance for "Big" mentors, and liability. It will propel successful recruitment and program implementation. This program has a 90% match retention rate. We have learned that innovation is necessary to serve more youth in our community, and we are confident that with iMentor's technology and guidance, our youth will be prepared for the challenges of tomorrow.

- 20. Indicate the approximate number of individuals that the organization expects to serve through this project over the 24 month grant period.**

We would like to serve a minimum of a cohort of 50 high school freshmen in the first year, and add a minimum of 50 additional high school freshmen each subsequent year, while continuing to serve the previous cohort through the remainder of their match length. We will also serve the same number of adult mentors. We expect a 90% retention rate per iMentor data trends. Our vision is to support matches through high school graduation and acceptance into college.

21. Are you expanding on an existing project or is this a new project?

Our senior leadership team has been researching, conducting preliminary planning, prospecting, and strategic planning for two years in regards to iMentor's Mentor2.0 program. After conducting volunteer focus groups and SWOT analysis, our staff, board and community stakeholders realize that volunteer recruitment barriers and a changing communication/technological landscape require us to be innovative. Although our programs all provide one-to-one mentoring options, iMentor's Mentor2.0 program will be a new online vehicle.

22. List the key staff positions for this project including 1) the role that this staff member will play in the project's implementation 2) whether this is a new or existing hire

President/CEO: will help secure key technology, school, and funding partners and provide high level oversight to the project; existing hire

Program Director: will help secure key technology, school, and funding partners and provide high level oversight to the project; existing hire

Director of Development: will assist in securing funding partners for initial project implementation and for sustainability; existing hire

Program Manager: will directly oversee recruitment and training of volunteers and youth and implementation of the program; new hire

23. Will you be collaborating with other organization(s) to carry out this project? If so list name(s) of organization, name of executive director, name of its board chair, its 501(c)3 status and describe their role in the project (Limit answers to 250 words or less.)

As part of the Mentor2.0 program, we will work to select a participating high school that has a demonstrated need and will be most likely to yield success in recruitment and match relationship outcomes. Together, with our Mentor2.0 Project Manager, we will look at class size, number of students on free/reduced lunch, student mobility (retention), graduation rate, among other characteristics. The high school that is ultimately selected will aid in the recruitment efforts of students, potentially contribute to transportation of students, and will aid in assessment of the program's outcomes.

Preliminarily, we have identified 501(c)(3) Bridgeton School District whose leadership (Principal Carl Dolente and Superintendent Thomasina Jones, PhD) have expressed interest in the program. The Board President for Bridgeton School District is Ashlee Todd, however, no formal partnership agreement has been obtained nor presented to the Board of Education.

24. Please list the specific activities/components of the project and a projected timetable for each in the format indicated below. NOTE: The timetable for the project should begin on July 1, 2019 and go through June 30, 2021, which corresponds to the Impact100 SJ grant award period.

<u>Activity/Project Component</u>	<u>Timetable</u>
iMentor Program Staff Training	Early July 2019
Recruitment/Screening/Training of Mentors	July – October 2019
Recruitment/Training of Mentees	September–October 2019
Mentoring Relationship Matches	October 2019
Weekly Online Match Meetings/Match Support/Events	October 2019-June 2021
Fund Development Activities	July 2019-June 2021
Recruitment/Screening/Training of Mentors for second cohort of students	February 2020– October 2020
Youth Outcome Surveys Completed	May/June 2020
Recruitment/Training of Mentees	September–October 2020
Mentoring Relationship Matches for 2 nd cohort	October 2020
Weekly Online Match Meetings/Match Support/Events	October 2020-June 2021

Youth Outcome Surveys Completed	May/June 2021
Fund Development Activities	July 2019-June 2021

25. List the anticipated, measurable outcomes your organization seeks to achieve with this project. Be as specific as possible about each outcome. Include a description of how you will measure each outcome, including the metrics or tools you will use. (Limit answers to 500 words or less.)

We would like to serve a cohort of a minimum of 50 high school freshmen in the first year, and add on a minimum of 50 additional freshmen each subsequent year, while continuing to serve the previous cohort through the remainder of their match length. We expect a 90% retention rate per iMentor data trends. We also expect to see participating students to have better problem solving skills, setting goals, expressing higher aspirations, greater confidence, better relationships, avoidance of risky behaviors and educational success leading to college. We hope that mentors will give students someone to trust and to look to for guidance. This improvement is measured by Youth Outcome Surveys and Child Outcome Surveys throughout the life of the mentoring relationship. This data is collected in a proprietary system and analyzed by the program manager to monitor safety, outcomes, and program improvements and to keep track of success and areas of need within each mentoring relationship and for quality assurance of program delivery.

- 26. List the steps the organization will take to achieve sustainability of the project beyond the 24-month grant period. If this will not be an ongoing project, please explain.**

We will continue to grow and expand this program beyond the 24-month grant period, as we believe it is a sustainable solution to volunteer recruitment barriers. We hold four annual fundraising events each year that will proportionately contribute to funding the number of matches the iMentor program will serve compared to total number of matches served. Additionally, we have a 25-year-plus relationship with The Fox Foundation whom we believe will continue to fund this innovative program. We recognize the need to continue to grow our individual and community partnership giving, so we will continue to utilize the Benevon model of Raising More Money, which promotes multi-year pledged giving for sustainability. We have made the leap from part-time development consultation with The Root Agency to a full-time onsite Director of Development who will work to deepen existing donor relationships and cultivate new ones. We have identified several corporate and individual donors to cultivate now for giving in 2020 and 2021.

- 27. As our name suggests, our grant is all about impact. List 3 significant ways this grant will improve or change your organization's ability to more effectively carry out its core mission going forward. (Limit entire answer to 500 words or less.)**

In alignment with our Strategic Vision, we need to exponentially expand the number of youth we serve. Out of 21 counties in New Jersey, Cumberland County

has been ranked 21st for child and family economics and education. We've identified Bridgeton as the area of greatest need within the county. We know that liability and travel time commitments are a barrier for volunteers to become mentors, and we know that we have to be innovative in order to overcome this challenge and serve the children who have endless potential and just need someone to defend it.

We believe that this grant will impact our organization's ability to more effectively carry out its core mission going forward in the following three significant ways: 1) exponentially expand the number of youth we serve 2) exponentially increase the number of willing/able volunteer mentors 3) create a working, successful model to expand into other school districts.

We will be able to access and serve a greater number of students within a participating school efficiently and effectively. We can exponentially increase the number of Big Brothers and Big Sisters by removing frequent barriers of travel, liability, and perceived time commitments. Finally, we can create a working, successful model that can be replicated throughout other school districts, ultimately providing more one-to-one mentoring opportunities throughout the county and our full service area. Ultimately, this program will attract more funders, which will equate to more matches.

28. Describe why now is a particularly significant time for your organization to receive this grant. (Limit entire answer to 500 words or less.)

Now is a significant time for Big Brothers Big Sisters of Cumberland & Salem Counties to receive this grant as we have thoroughly conducted SWOT analysis on our agency, identifying volunteer recruitment barriers and a need to utilize technology as a solution. Our Strategic Plan through 2020 includes exponentially serving more youth. iMentor has a proven track record of enabling large recruitment efforts of both high school student mentees and Big Brothers and Big Sisters mentors. We have the momentum to succeed, and being awarded the Impact100 grant would be transformational to the way we deliver our program services and the number of children we serve.

With the launch of our new logo and branding this past fall, we have quite a bit of media buzz to leverage for recruitment. We've been awarded \$20,000 in seed money from The Fox Foundation to get us started in the planning phase of this program. In addition, we have been awarded as a select one-time nonprofit partner to receive a \$65,000 scholarship. \$100,000 from Impact100 would allow us to move forward with the iMentor program and give us the time needed to cultivate funding for sustainability.

Project Budget

29. Total project budget amount (including grant from Impact100SJ).

\$292,000

30. Please list all project expenses in format indicated below. If the project budget is greater than \$100,000, please indicate with an asterisk (*) what expenses are to be covered by our grant. NOTE: Make sure each activity listed above is reflected in an expense listed here. Expenses may include individual staff; make sure to include the percentage of their time to be spent on project under the additional details column. Total of all expenses must equal total project budget amount.

Specific Expense	Additional Details/Breakout	Total
*Program Manager 100%	\$27,000 to be covered by Impact 100	\$70,000
Program Director 25%		\$12,500
Director of Development 10%		\$13,700
Recruitment, PR, and Marketing plus collateral		\$2,900
ED/CEO 10%		\$14,600
Travel & Accomodations for iMentor Orientation in Chicago and Summer Program Staff Training (both are for 2 people for 3 nights)		\$5,500
Equipment for Staff		\$4,500
Regular travel for staff (gas mileage)		\$1,400
Mentor Screening & Training (includes criminal background checks)		\$7,000
*iMentor Contractual Fees	\$73,000 to be covered by Impact100	\$138,900
Match Events (est.\$100 match per year)		\$15,000
Transportation of Students		\$6,000
TOTAL		\$292,000

31. If the total project budget amount exceeds \$100,000, please list all proposed additional funding sources and date you anticipate securing these funding sources. You may include in-kind support if applicable.

Funder/Donor	Amount/Value	Date Anticipated to Secure
Fox Foundation	\$20,000	April 1, 2019 (Verbal Commitment Already Received)
iMentor Scholarship	\$55,000	July 1, 2019 (Award Notification Received 2/13/19)
Ongoing Special Events	\$36,449/\$60,000	Throughout 2019/2020/2021
Pre-existing Community Partner	\$10,275.50/\$10,275.50	2020/2021

32. Are you a 501(c)(3) tax-exempt organization who has filed an IRS Form 990 for each of the past 3 years?

Yes, we are a 501(c)(3) tax-exempt organization, and we have filed an IRS Form 990 for each of the past 3 years.

33. Have you completed independently prepared (audited or reviewed) financial statements for each of the past 3 years?

Yes, we have completed independently prepared financial statements for each of the past 3 years.

34. In any of the past 3 years, has an independent accountant expressed any concerns regarding the organization's financial health or viability? If yes, please explain.

There have not been any concerns regarding our organization's financial health or viability. We have an endowment with both restricted and unrestricted funds.

35. Litigation/liability: is there litigation pending or threatened against your organization? A recent judgement? Please provide details.

We have no litigation pending or threatened against our organization.

36. Does your organization have an endowment fund? If yes, what is its current value?

restricted, while \$24,145.57 is unrestricted.