

The **BIG** Picture

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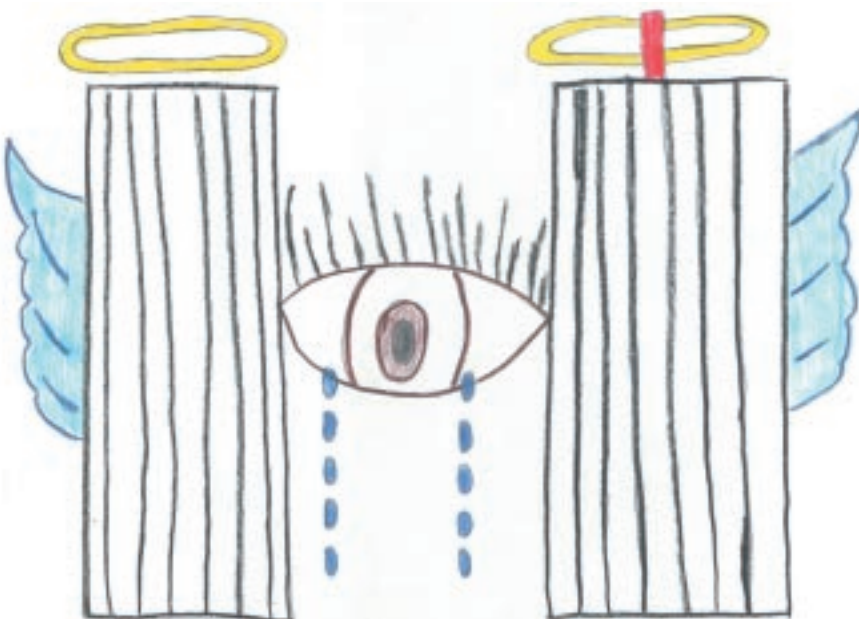
Special Issue



BBBS NYC:

“Bigs” helping “Littles” overcome fear and start on the road to recovery.

“It changed some of our lives, and brought most of us together.”



“We can forgive, but not forget.”



“Even though the sky was clear it seemed as if there were grey skies and rain because it was so sad.”

September 11th Mentoring Programs

Immediately following the World Trade Center attack, Big Brothers Big Sisters of New York City received a surge of calls from people interested in helping our city's children cope with the tragedy. We have utilized the increased number of volunteers for a range of new programs.

These new September 11th Mentoring Programs have been designed to meet the needs of the following groups of children:

- Children— from Immigrant families— experiencing bias which affects their functioning;
- Children whose functioning has been impaired because of the fear that the terror attack and continuing crisis have created;
- Children who under-react when asked to discuss their feelings about the terrorist attack;
- Children who lost a parent or other relative.

New Americans Experiencing New Prejudices

Immigrant children face an extremely difficult situation: trying to assimilate into a new culture while often experiencing fear and anxiety about their safety, especially as a result of the events of September. Many of these children are afraid to attend school because of cruel teasing and violence, and fearing for their families as well. Our "New Americans" program addresses the specific needs of these children.



Based in Queens, which is the most ethnically diverse borough, the program is actively reaching out to youngsters of all nations with a special focus on those from the Middle East. In addition, we are also working with youth whose parents have directly contacted BBBS for help.

One participant in the program, a 15-year-old girl from Bangladesh, has been struggling with her cultural identity, particularly after September 11th. Her parents are extremely fearful of having her mix with anyone outside of her faith and culture, with added fear for her safety since the tragedy. She contacted BBBS seeking a mentor who could help her cope with her struggle to find her place within her community, school and country. She has been matched with a Big Sister who is from the Philippines, who also has wrestled with the challenges of assimilating into a new society.

Half of the children participating in the new program are being paired with mentors of similar ethnic backgrounds, while the other half are being cross-culturally matched. BBBS NYC will be studying these matches to determine whether or not the cultural background of the mentors have a greater impact on the children's sense of identity and attachment to their new country. The program is supervised by a newly-hired, multi-lingual Immigrant Specialist Social Worker who screens, matches, supervises and develops group and independent activities for children and volunteers with a specific sensitivity to faith, racial and cultural issues at hand. The volunteers in this program receive additional specialized training in cultural competency and diversity training.

Extreme Reactions Impact the Daily Lives of Children

Many children who witnessed the events first-hand from school or within their community are exhibiting signs of impaired functioning



Gold & Silver Superhero Society

The following corporations and individuals have received the honor of becoming members of The Gold & Silver Superhero Society in recognition of their extraordinary commitment to BBBS of NYC:

INSTITUTIONS

Altman Foundation
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CIBC World Markets
Federated Insurance Companies
Goldman, Sachs & Co.
Charles Hayden Foundation
William Randolph Hearst Foundation
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Mr. & Mrs. Richard D. Parsons
Judith C. Radasch
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Judy & Richard Weill



because of the terrorist attack. Some of these children are afraid to go to school or become separated from their parents because of what they witnessed. Others have experienced nightmares or changes in sleeping patterns, while others have suddenly become aggressive and violent. Most have had plunging grades in school.

For example, seven-year-old Stephen, who lives in downtown Brooklyn, lost his father in a car accident several years ago. After the World Trade Center attacks, he became extremely worried and anxious about his mother's safety, and is fearful whenever she leaves the house. The tragedy also renewed his grief over losing his father. His mother contacted BBBS, hoping a Big Brother would help him cope with his anxiety and feel more safe.

Other children appear to have had a "reverse" response: they demonstrate no reaction at all, or "under-react". Primarily, these "under-reacting" youth come from troubled backgrounds and are already on society's sidelines. They risk moving even further away from the mainstream and its values. Random violence is often a part of their every day life. Having a trained mentor to help them identify and acknowledge their feelings to the terrorist attack can prove to be a crucial step in helping them function in a healthy way.

BBBS is matching these groups of affected children with mentors who receive an enhanced training curriculum on what are considered "normal responses" to extreme

stress. Specialized training sessions help our Bigs to understand that children do not have highly developed coping skills to deal with their fears, which can result in even more extreme reactions.

Helping Parents Help Their Children— And Themselves

BBBS is conducting special parent support group sessions enabling parents to share concerns with one another about how their children were affected. Parents talk about the changes they have witnessed in their child's behavior since September 11th, and discuss how to deal with a child who is afraid to have their parent go to work. These well-attended workshops have enabled parents to learn some of the coping tools to help manage their children's apprehensions, as well as their own.

Supporting Other City Agencies Operating Mentoring Programs

BBBS is providing continuous training and technical support to other city agencies serving communities throughout New York City, so they can offer similar outreach services for affected children in other neighborhoods. These free workshops are administered by BBBS NYC staff



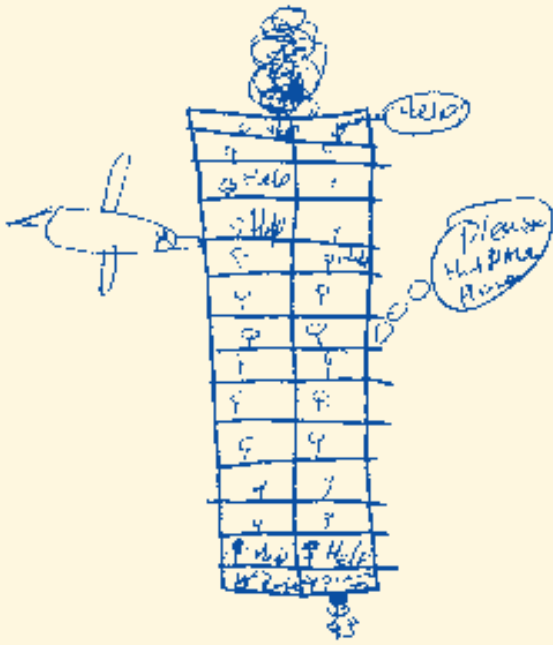
and include professors from BBBS's certificate program at Fordham University Graduate School of Social Service, professors from New York University and professional consultants. The workshops address topics such as "Coping in Crisis: Helping You and Your Clients Heal," and "Helping Your Clients Through Loss and Mourning." Staff from city non-profit organizations attend these seminars to gain insight, information and tools that they could pass on to the volunteers in their own mentoring programs.

Making A Difference In A Child's Life

A shoulder to cry on, a friend to listen to your fears, a role model to show you how to channel your anger and sense of helplessness, a trusted companion who can draw you out, an adult to shoot hoops with which you used to do with your dad... these are all priceless gifts only a Big Brother or Big Sister can provide.



In an effort to work through the healing process, a mural project called "Our City, Our Children, Our Pride" took shape. 24 teams of "Bigs" and "Littles" participated every Saturday from mid-October through January 6th, working in pairs on each of the "tiles". The entire group worked together on the large blue cornerstone tile depicting children, in place of the stars on the flag. On February 13th, the mural began its display tour in corporate lobbies around the city. Interested companies can contact BBBS NYC.



“As the buildings fell so did our city. Even though they are just buildings they have feelings. Bodies trapped inside without worries. People with tears on their cheeks, not finding their buddies. Our country uniting with our tears, with fears, with our trials and tribulations, with our laughs.”

“Because I watched the second plane hit the south tower, I can never feel the same about a low flying airplane. I always will wonder if the plane is not purposely flying low for some destructive purpose.”

“The September 11th tragedy shocked me so bad. I didn’t like the fact that the people who hijacked the planes took many lives like children, adults, grandparents, aunts and uncles.”

“What happened on September 11th broke my heart. Broke my heart into a thousand pieces. I felt sad and unsafe. I felt bad that I couldn’t do nothing.”

“I felt shocked that people would violate our city. If you look at Manhattan, you want to see the same thing. Those Twin Towers were a part of NYC. Now Manhattan won’t ever be the same ever again.”

“At first I was scared to come downtown because I thought there would be more attacks. I think people will be scared to work in tall buildings.”

“The September 11th tragedy really affected me. Every time I see a plane I think it’s going to crash. I don’t like going to tall buildings because I feel like if a plane is going to knock it down. I think I need special help. I’m really scared. I don’t feel safe coming to the programs any more, like last year.”

“I looked out the window and thought there was a ticker tape parade. We saw the Twin Towers on fire. We saw a big plane hit the other tower. People started screaming and cried. We knew it was on purpose.”



“Everything is upside down. The world became different. I’m sick of talking about it. I wonder what will happen next.”

Building Brighter Futures



On September 11, 2001, 8-year old Tiffany lost a vital part of her life when her father perished at the World Trade Center. Outreach by BBBS to the home revealed that Tiffany's mother felt that her daughter needed someone to help deal with the difficult process of grieving. To prevent her from becoming disenchanted with society, Tiffany was paired with Annette, a 23-year old woman who had come to us hoping to make a difference in a child's life. Pairing Annette with Tiffany proved an ideal match; the two instantly bonded over their common cultural background and shared taste in music and movies. Tiffany's mother reports that she seems to glow after spending time with Annette. Since they have been matched, Tiffany has noticeably improved her school performance and enthusiastically participates in extra-curricular activities.



Kareem, a 15-year old of Egyptian and Dominican descent, suffered greatly after the events of September 11th.

Already struggling with his identity and self-esteem, his condition was exacerbated when classmates began taunting him based on his Middle-Eastern background. Kareem's mother was extremely worried about her son and contacted BBBS in the hopes of finding someone to help Kareem develop a more positive self-image. After several interviews, it became apparent that Ranjit, a 34-year old free-lance artist, would make a wonderful match with Kareem. Ranjit, who is of bi-racial and Sikh descent, had experienced difficulties similar to those Kareem was currently facing. The match could not have been better. Kareem reports that the frequency and intensity of his feelings of sadness have eased. His Big Brother is proud that his active presence in Kareem's life is allowing Kareem to realize the rare and wonderful individual that he is.



Matthew, a 16-year old boy from Harlem, suffered during the week-long hospitalization of his mother at the same time as the events of September 11th.

When Matthew's mother contacted BBBS in December, she reported that her son was sleeping poorly and was plagued by thoughts of the terrorist attack. His grades had dropped sharply and by the time he was referred to us he was failing all of his subjects. Matthew was enrolled in our September 11th Mentoring Program and his caseworker selected a mentor who would serve as a role model for Matthew, who's father had dropped out of his life when he was 14. Matthew was matched with Jim, a 30-year-old investment banker. Jim explains that getting to know Matthew has been a gradual process, as his Little was shy and withdrawn at first. Through regular activities the two have gotten to know each other and have developed a wonderful relationship. Since the match, Matthew's grades have improved dramatically, and in June he passed his Regents Exam.

Our Original Youth Programs:

Our **Traditional Mentoring Program** pairs at-risk youth with carefully screened volunteers in all five boroughs.

Outside research shows that among our youth, 67% improve school attendance, 69% improve grades and 91% increase self-esteem.

The **Juvenile Justice Program** helps young people in trouble with the law. Through this program, 73% of our youth do not get in further trouble with the law, a rate that far surpasses juvenile recidivism rates.

With the **Workplace Mentoring Program**, teenagers visit their Big Brother or Big Sister at the workplace. Over 85% of these youngsters now say they want to go on to college.

This collaborative effort between corporations and BBBS allows these youngsters to gain not only a mentor but also valuable exposure to the corporate world.

Through our **School-Based Program**, volunteers visit children every week in order to build friendships and provide assistance in areas of interest or need. This commitment has a significant impact on the child's personal and academic improvement.

Our **Training Center** has trained more than 800 community-based organizations to improve their own neighborhood mentoring programs. We are the nation's only program to offer graduate-level training and certification in mentoring supervision.

Miracle Day, December 4, 2002

CIBC World Markets (CIBC Oppenheimer) Will Contribute 100% of Their Fees and Commissions to Children's Charities.

Big Brothers Big Sisters of New York City has a terrific opportunity to raise thousands of dollars in a unique one day fund raising campaign by the Wall Street/financial community to help many more New York City children receive the support and guidance they need and deserve.

Helping Costs Nothing!

On Miracle Day, we are not seeking donations. We are asking that concerned New Yorkers consider having their companies take part in Miracle Day and help spread the word about this great opportunity. On Wednesday, the 4th of December, CIBC World Markets' financial consultants, sales and trading staff will donate all their fees and commissions to children's charities, including Big Brothers Big Sisters of NYC. Since 1984, over \$46 million has been raised. Last year many organizations helped us raise nearly \$300,000 for the children of New York City. With your help we can double that number.



What Can You Do To Help On December 4?

- If you have friends or associates at hedge funds or investment management firms who are in a position to direct business, please also tell them about this event. By designating Big Brothers Big Sisters of New York City, the commissions will go specifically to our organization.

- If your company already has an institutional trading relationship with CIBC, please have business that day credited to Big Brothers Big Sisters of New York City.
- If your company or your contacts do not have relationships with CIBC, you or they can "Give Up" business through your/their existing broker relationship and specify to CIBC that Big Brothers Big Sisters of New York City be credited.
- Please call Mike Wargo at 212-686-2042 or email him at mwargo@bigsnyc.org with any contacts that can help reach our goal.

With your help, we can direct business toward CIBC to help make Miracle Day a huge success to help Big Brothers Big Sisters. Remember that 100% of CIBC commissions will be given to children's charities on business conducted on December 4 and those charities can be designated by the person/firm directing the stock transactions or "Give Up" business.

Please remember that you and/or your contacts must specify that you/they are participating in Miracle Day and are designating Big Brothers Big Sisters of New York City for us to receive your/their contributions. Please call Chuck Posternak to notify him of any business you direct to CIBC so that we can ensure we are credited. Otherwise, credits may go to the general Miracle Day fund.

For more information and to confirm your participation, please contact Chuck Posternak at CIBC at 212.667.4074 (e-mail charles.posternak@us.cibc.com). Many thanks for your support of this unique and easy opportunity to help the children of New York City.

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