

Making a difference in a youngster's life.

The **BIG** Picture

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EVENTS: An Important Piece of the Mentoring Picture



EVENTS: Supporting Mentors and the Recruitment Process

Big Brothers Big Sisters of New York City enhances the volunteer experience with many different types of special events to provide “Bigs” with opportunities to seek support, socialize and meet other matches throughout the year

Volunteers Like Meeting Other Volunteers

A recent study by the Volunteer Referral Center found that forty percent of those who volunteer do so as an opportunity to meet other people. In addition, BBBS NYC notes that a large percentage of its volunteer pool is not originally from New York, and consider volunteering a positive way to meet others and feel more connected to their new hometown.

Core Program Events Run the Gamut

This program holds a range of events throughout the year. Some are specifically for socializing and networking with other “Bigs” in a relaxing environment, such as a Winter cocktail party and a Spring event held at the



Museum of Modern Art. These activities attract several hundred volunteers. Other events provide speakers who address specific issues or concerns. The annual Volunteer Recognition is a social occasion for “Bigs” throughout the organization, as well as a way of thanking them for their efforts.

The very popular camping trip, the Great Adventure daytrip, group

nights at Yankee Stadium (see page 3), or the Gridiron Games (see page 8) allow matches to attend events with other matches. Parties, such as the annual Halloween party (see page 7), are an opportunity for matches, along with their siblings and parents of their “Little,” to socialize and celebrate together, alongside their extended BBBS family.

Workplace Mentoring Program

Many mentors in the Workplace Program cite the prospect to meet others within their own organization—who they would not otherwise meet—as a big incentive for participating in the program or as an added bonus to their involvement. The

program also arranges several networking events, open to all 850 mentors who take part in 40 corporate worksites across the city. The

most recent kick-off networking event of the year, at a midtown restaurant, attracted more than 100 volunteers from 35 participating companies.

Attracting New “Bigs” Through Events

Because recruitment is an ongoing effort at BBBS NYC, some of the activities geared toward “Bigs” also serve as recruitment events. One example



is the Hoops and Leaders Program, now in its fourth year, which takes place over two weeks each summer at the Carmine Basketball Center in

lower Manhattan. Sponsored by both BBBS and the NYC Parks and Recreation Department, the program offers a free basketball camp for youth on

BBBS’ waiting list, and matches them for the two weeks with a volunteer, recruited by other “Bigs” or by the Carmine Center. Working in teams, the new matches not only work on their game skills, but also on the skills that can be used in the outside world: discipline, respect, leadership, selflessness, resilience and responsibility. The goal is to provide a meaningful experience for both “Bigs” and “Littles,” and the possibility to continue the relationship in an ongoing BBBS NYC program.

“Race for the Kids” Reaches Out in Many Ways

The Fall “Race for the Kids” serves nearly all the needs of BBBS NYC (see page 4), with matches joining together in the 2K or 5K walk/run. “Bigs” reach out to their friends to participate. The picnic following the event is open to all family members, encouraging everyone to socialize together. The event raises much-needed funds for the organization, and the media exposure reinforces the benefits of mentoring throughout the city.

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BBBS Staff and Volunteers Honored by the Yankees

On September 22nd, ten “Heroes of Big Brothers Big Sisters” marched onto the field at Yankee Stadium to be honored by the crowd. The event was the culmination of efforts made over the years by Jared Landaw and Ken Knuckles, both BBBS NYC Board members. BBBS had approached the Yankees Community Relations Department to forge a relationship between the two organizations to help spread the word about the importance of mentoring.

Our heroes entered the field

The fans heard the venerable voice of Bob Shepherd over the loudspeaker say, “Coming to take a spin around home-plate are individuals who have given of themselves and their spirit to make New York a better place. What do they all have in common? They’re all affiliated with Big Brothers Big Sisters of New York City.”

Tying together the history of the two organizations, the announcer asked “Did you know that BBBS NYC founded mentoring in America over 100 years ago? That makes two great institutions that are over a hundred...the New York Yankees and BBBS.”

In pairs, BBBS staff members, Board members and volunteers walked around the infield. They included Ruth Rathblott, Senior Director, Workplace



Mentoring Program, and Peter Theodorakos, Big Brother; Vidhya Kelly, Senior Director, the Community and Special Priorities department, and Rodney Mendez, Big Brother; Andre Pabon, Director, Juvenile Justice Mentoring Program and Special Populations Programs, and Jason Williams, Big Brother; Beverly Houston, Director, East New York Program, and Walter Campbell, community leader and honorary Big Brother; and Ken Knuckles, Board member and former



From left to right: Rodney Mendez, Peter Theodorakos, Jared Landaw, Ken Knuckles, Andre Pabon, and Jason Williams.

Deputy Bronx Borough President, and Jared Landaw, Board member.

Encouraging the Audience

The announcer concluded: “So, all you sitting in the stadium...take a moment...and visit BigsNYC.org on the web and become a Big Brother or Big Sister. Only 8 hours a month and you can change a life.”

The Yankees also provided 200 tickets to the day’s game to BBBS “Big” and “Little” matches. Public service announcements (PSAs) promoting BBBS NYC and the importance of mentoring were also run on the Yankees’ scoreboard for

the remaining games of the season.

BBBS NYC hopes to continue this special relationship with the Yankees Organization, and to spread the message about mentoring to Yankees game attendees in seasons to come.

“RACE FOR THE KIDS” DRAWS 3,000 PARTICIPANTS

Second Annual Run/Walk Raises Over \$400,000 To Help Support BBBS Programs

On Saturday, September 16th over 3,000 people turned out to participate in the BBBS NYC 2nd Annual Race for the Kids, sponsored by RBC Dain Rauscher. The 5K run/walk took place in Riverside Park with a fun 2K run/walk option also available. “Bigs” and “Littles” either ran or walked together, along with family members, friends and staff.

The event raised over \$400,000 to support and expand mentoring programs across the city. In addition, the massive crowd helped draw attention to the news media about the importance of mentoring and its positive impact on the lives of the city’s youth in need. This year’s event surpassed last year in number of attendees and in the amount of money raised.

Following the race, all participants attended a picnic with



food, entertainment including music, face painting, basketball and other games for the entire family. We all look forward to next year’s “Race for the Kids.”

Generous Sponsors Help Make Success Possible

RBC Dain Rauscher signed on as the events title sponsor, while

other major sponsors included WNBC, Telemundo, DailyNews, Verizon, Clear Channel radio stations, KTU, Z100, Q104.3, Power 105.1, Crunch, New York Magazine, Catalytic Capital, Real Estate Firms: Uptown Partners, Quinton Properties, and RGS Holdings LLC, WBNA Cares, FDNY, JD Walsh Basketball School, and the City of New York Parks & Recreation. Food and drinks were donated by Aramark, Aquafina, DOLE, SoBe and Cold Stone Creamery.



Anacaona Vazquez receives Best Practice Award

Anacaona Vazquez, administrative assistant and parent advocate at the BBBS East New York Prevention and Mentoring Center received one of fifteen Best Practice Awards from the Child Welfare Fund, administered by the Council of Family and Child Caring Agencies (COFCCA). She received a \$1,000 grant for her exemplary work in manifesting empathy, respect, empowerment, commitment and effectiveness while working within the child welfare system. The

ceremony was held November 9th at ACS Children’s Center.

Two other staff, Danielle May and James McFarlane received honorable mentions.



Anacaona Vazquez (right) notes, “It’s an awesome feeling to be thought of so highly by your peers. I am proud of the work that I do and hope that I have inspired others with my actions.”

Defining Best Practices

The Child Welfare Fund “Best Practice Awards” planning & evaluation committee, defines best practices as “what is good and effective about the helping process, including meeting the developmental needs of children and adolescents in our care, and strengthening families. These awards honor those people who exemplify those traits that help children, families, and the community.”

BBBS NYC Honors Christiane Amanpour

More than 350 guests attended the BBBS NYC's Third Annual Women's Luncheon, held November 21st in the Manhattan Ballroom at the Grand Hyatt hotel. The keynote speaker was Christiane Amanpour, CNN's Chief International Correspondent. Her willingness to work in dangerous conflict zones has made her one of the world's mostly highly recognized women on television, and named one of the "100 Most Powerful Women" by Forbes Magazine.

The co-chairs for the event were Laura Parsons, Chairman of the BBBS NYC Board; Valerie Brown, Vice President, Board of



Christiane Amanpour's assignments have ranged from exclusive interviews with world leaders to reporting from the heart of war zones and many natural disasters that have hit around the world.

Trustees; Marva Smalls, Executive VP, Public Affairs, Nickelodeon Networks and Board member; and Marsha Roth, Managing Director, Angelo Gordon & Co. and Board member. Ellen Fuhrer and Delfina

Rodriguez Simon, a memorable match who met ten years ago in the Workplace Mentoring Program at Bear Stearns, were introduced to the audience. Through Ellen's support and encouragement, Delfina followed her dream of finishing high school and going to college to study accounting. In June, Delfina was hired at Deloitte & Touche as a full-time accountant. Their story was an inspiration to all.

The BBBS Women's Luncheon is a unique event where women (and men) come together to socialize, listen to a captivating speaker and learn more about BBBS NYC.

Safe Mentoring Act Passed Into Law

On August 17th, 2006, Governor Pataki signed the Safe Mentoring Act into law. This legislation, which was overwhelmingly passed by the New York State Senate and Assembly, gives mentoring agencies in the state the right to get a state fingerprint background check on a mentor applicant, and requires agencies to inform parents about what kind of background checks they run. This will help parents choose safe programs as well as put pressure on mentoring programs that currently do not conduct background checks to start doing so.

The Safe Mentoring Act was

spearheaded by Senator Nicholas Spano and Assemblyman Roger Green, and backed by a coalition of 140 mentoring organizations, coordinated by BBBS NYC, which advocated for four years to get the legislation passed. The goal of the legislation is to institute standards for mentoring organizations and to consider mentoring as a profession, on par with teaching, day care and other social service positions that require background checks.

The new law will take effect in April 2007. The coalition is



Allan Luks, Executive Director, BBBS NYC (left), joined by State Senator Nick Spano and others to unveil the first state standard for mentoring programs.

now pushing for a Quality Mentoring Act to certify mentoring program supervisors.

Match Profile: DWIGHT & MINEE

When Dwight attended a lunch thrown by a friend, he didn't realize it would dramatically change his life. His friend Fred, a BBBS NYC Big Brother, hosted a lunch for friends to tell them about mentoring programs and how meaningful and beneficial it could be. Dwight, then 22 years-old, decided he would like to help a youth in need, and contacted BBBS.

A Match is Made

In December of 2004, Dwight was matched with Minee, a 10-year-old who lived nearby Dwight's Bronx neighborhood. At the time, Minee's father was incarcerated, and his mother was not involved in his life. Despite having a loving grandmother, Minee needed an adult that he could spend one-to-one mentoring time with. He was shy during their first meeting, but opened up to Dwight fairly quickly, eager to get to know his new "Big." Dwight was able to identify with Minee, having grown up in the same neighborhood, facing the same pressures, and not having a father around in his early years of growing up.

The Bond Grows Quickly

Due to the close proximity of their homes, they spent a great deal of time together. Over time Minee was able to come to Dwight with questions, seeking advice on how to deal with problems and issues in school and at home. Shortly after being matched, Minee was diagnosed with ADHD, and

Minee's grandmother and Dwight worked together to help Minee find ways to focus his energy and remain calm. Since Dwight and Minee both love music, Dwight was able to help show Minee how to relax through music, which had positive results. Dwight also got Minee involved with a drum corp at his church, which has proven to be an excellent outlet for Minee's excess energy, as well as his musical gifts.

Minee showed a tremendous amount of anxiety when Dwight had to travel, because he had experienced, in his short lifetime, important adults leaving him. However, when Dwight returned when promised, Minee realized that this was one adult he could count on.

When Dwight had to go on the same trip the following year, Minee handled his departure calmly, confident he would return.

Personal Growth and Confidence

Over the two years they have been matched, Minee has shown signs of maturity. When they were first matched, Minee had been getting into

fights at school, which no longer happens. With his father now out of jail, Minee is able to express his feelings about having his father back in his life with his "Big", who acts as his sounding board.

Since Minee is only 12, the two look forward to a long-term friendship. Dwight is eager to tell his friends about BBBS programs, to spread the word, and to tell others about his own positive experiences – which he does whenever he has the chance. "So many children don't have parents around, and it is great to have another person in your life to be there for you. That's why it is so important to be a Big Brother or Big Sister for kids today," notes Dwight.



Tricks and Treats Abound at BBBS NYC Halloween Party

More than 340 “Littles”, their siblings, friends and family attended the annual BBBS NYC Halloween Party, held on Saturday, October 21st at the Pricewaterhouse



The Young Professionals Committee (YPC) volunteered to work at the party, along with 20 BBBS NYC staff members, organized the event.

Coopers Cafeteria on Madison Avenue in midtown.

Magician Angelo Stagnaro, who donated his services, entertained the crowd with tricks, and Pricewaterhouse Coopers provided a DJ, as well as the treats for all guests, in addition to the security and custodial staff for the event. Subway offered lunch at a substantial discount.

A large thank you to those who planned and staffed the event, as well as all those who donated their time, products and services to make this year’s Halloween Party one of the highlights of the year for BBBS NYC youth.



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upcoming EVENTS

FEBRUARY

Saturday, February 24, 2007

Young Professionals Committee (YPC)

Big Night Out

YPC's premier event. Benefit will be held at Cipriani 23rd Street from 9pm-2am.

Platinum VIP \$200, includes separate check-in, admission to private VIP area, raffle ticket, gold level listing in event program, a premium gift bag and \$50 in chips

Gold Ticket \$ 175, listing in event program, an event gift bag and \$30 in casino chips

General Admission \$150, \$20 in casino chips and an event gift bag

APRIL

Monday, April 23, 2007

Sidewalks of NY Annual Awards Dinner

At the Waldorf-Astoria. Dinner Chairman is William Freda, Vice Chairman of Deloitte & Touche. Corporate Honoree is Leslie Moonves, President & CEO of CBS Broadcasting Inc. Public Honoree is Pamela Thomas-Graham, Group President, Liz Claiborne Inc.

For more information on any of our upcoming events please contact Sharon Kessler, Manager of Special Events at 212-994-7739 or via email at skessler@bigsnyc.org

Supporting Mentors

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Spreading the Message The single strongest recruitment tool is word of mouth. Nothing is more compelling than when a volunteer talks about his or her personal experience as a "Big" to a friend or colleague. The variety of events designed to support our "Bigs" plays an important role to keep our own ambassadors—our volunteers—involved, motivated and committed to our programs. A satisfied "Big" is our best possible marketing tool.

GRIDIRON GAMES TAKE OVER THE MEADOWLANDS

BBBS NYC took over Giants Stadium on November 4th for a memorable, two-part event. During the morning, 100 "Littles" and "Bigs" participated in a magical day on the stadium field, with child-friendly activities that included drills, instruction and football games, followed by tours of the Jets and Giants locker rooms. A luncheon was catered in the press box located high above the stadium field. Former New York Giant Carl Banks was on hand to meet the matches. The competition heated up when teams from 14 top city law firms participated in a touch football competition. Morrison & Foerster took home the championship trophy.



Carl Banks was on hand to meet matches and sign autographs.

It's a Win for BBBS NYC

The afternoon event was sponsored by American Lawyer Magazine, and helped to raise more than \$170,000 to support BBBS NYC's programs.

Event sponsors included Thor Equities, ISP, GAF, Lone Star Steakhouse, Brown and Caldwell, Thomas Weisel Partners, Man Investments, Morgan Stanley, Credit Suisse Alternative Investments, Schulte Roth Zabel, The Pettits, Lehman Brothers, Debevoise & Plimpton, Levine Sullivan Koch & Schulz, MacKenzie Partners, Inc. and Nixon Peabody.

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