

A Message from our CEO

Dear Friends,

Happy New Year!

January is a very special time for Big Brothers Big Sisters of NYC. This month is National Mentoring Month, a time to reflect and celebrate the power of mentoring and thank those special people who have played a significant role in our lives. I encourage you to take a moment to imagine what your life would have been like if it weren't for the guidance and support of your mentors.

We know that a critical distinction between those who reach their full potential and those who struggle to succeed is the presence of a proper support system. So with the vision that all children achieve success in life, we launched a renewed, city-wide volunteer recruitment campaign to inspire adults throughout NYC to volunteer as mentors to children in need of positive role models. And in honor of National Mentoring Month, we'll host a number of recruitment drives, workshops, service projects and fundraisers, as well as our Sixth Annual Tournament of Champions Pong on January 24th at Grand Central Terminal – a table tennis tournament to benefit our mentoring programs.

And as our organization works to attract more volunteers, we are also finding innovative ways to improve the lives of the thousands of young people throughout New York City who want or need mentors, beyond the one-to-one mentoring programs BBBS of NYC is built upon. As part of this mission, we recently launched a major expansion of our Education Initiative, designed to help students at the middle school and high school levels to improve their academic success. We offer our mentoring services to a full grade of students and eventually the entire school. Students are matched with mentors who will serve as their "cheerleaders" and assist in achieving their personal and academic goals. From NYC high school fairs to ACT preparation and college essay courses, we continue to develop partnerships in order to further prepare our youth to succeed in life by getting into great colleges and universities.

Putting kids first is one of our three Organizational Values that guide each and every staff member. We are proud of our continued success as the City's largest youth mentoring organization, and as we look forward to this New Year, I am so excited to say all signs point to a strong year ahead.

Regards,



Hector Batista
Chief Executive Officer



**Big Brothers Big Sisters
of New York City**

THE POWER TO CHANGE LIVES™