

Annual Report

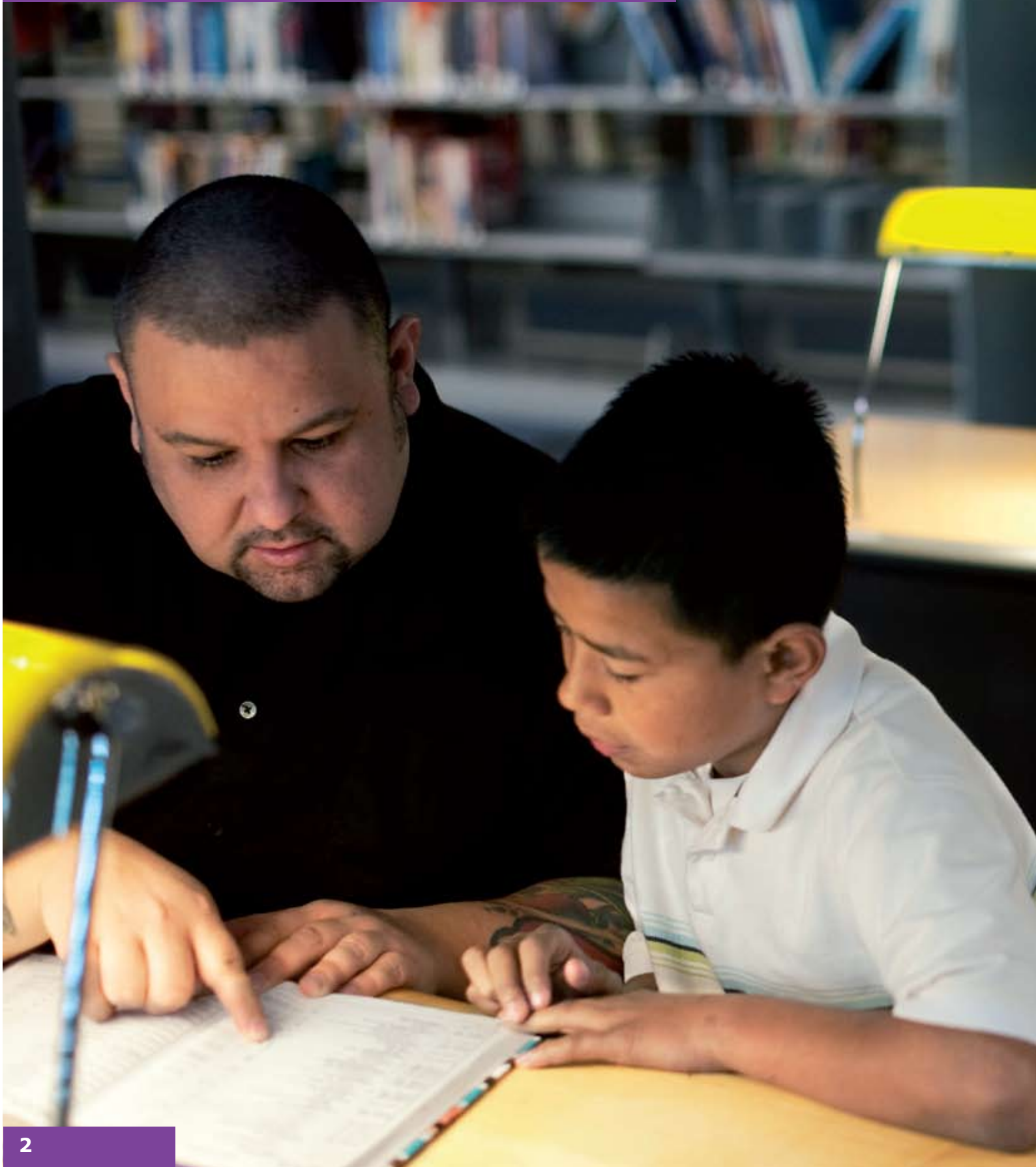
January 1 — December 31, 2010



Big Brothers Big Sisters
of Tampa Bay



What Will You Start?





start something™

What if every child fulfills his or her potential?

What if every child is set on the right path today?

What if every child in Hillsborough, Polk and Pasco counties graduates from high school and college, and gives back to his or her community?

What will that start?

It will be the start of something **BIG**. Every time you donate money or time to Big Brothers Big Sisters of Tampa Bay to help a child reach his or her potential, you **Start Something™**.

Letter from the CEO

Dear Supporter,

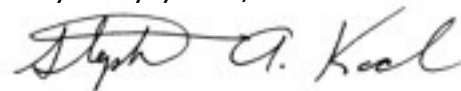
It is an honor to provide you with our 2010 annual report.

Thank you to our valuable partners, generous donors, and dedicated volunteers who support our mission to change children's lives for the better, forever. You stood with us in 2010 to Start Something™ for children facing adversity. It's this incredible support that makes it possible for us to provide children with caring adult role models who broaden their perspectives on what can be achieved by making positive choices. Together, we improve the communities we live, work and raise our families in.

In 2010, we continued our focus on starting and sustaining the strongest match relationships possible. The longer a child is matched with a caring volunteer, the more positive the outcomes. That is why we pay special attention to the length of each relationship. We are proud that the average length of both Community-Based and School-Based matches increased in 2010.

To those of you who have contributed to our mission, please accept our sincere and heartfelt thanks on behalf of all we serve, and those that we strive to serve. To those of you who have not yet become involved with Big Brothers Big Sisters of Tampa Bay, we hope this look at our accomplishments will encourage you to join us as we Start Something BIG in Tampa Bay.

Very truly yours,



Stephen A. Koch
President, Chief Executive Officer and Big Brother



Stephen Koch and his twin Little Brothers, Richard and Jon.

Mission Statement

Our vision is that all children achieve success in life.

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.

We partner with parents/guardians, volunteers, and others in the community and hold ourselves **accountable** for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

Board of Directors


- **Brian Auld**
Tampa Bay Rays
- **R. Kent Bailey**
Bailey Family Foundation
- **Beth Bennett**
Brown and Brown
- **Leslie Daley**
Lifestyle Family Fitness
- **Michael Dietz**
Fifth Third Bank
- **Mary Ann Fullerton**
J.P. Morgan Chase
- **R. J. Haughey**
Sivyer, Barlow, Watson, PA
- **Gordon Hill**
Hill, Ward & Henderson, PA
- **Wesley Holden**
Asevotech
- **Drew Jenkins**
Bush Ross, PA
- **Wrede Kirkpatrick**
Conwell Kirkpatrick, PA
- **Kara Klinger**
Deloitte & Touche, LLP
- **Stephen Koch**
Big Brothers Big Sisters of Tampa Bay
- **Michael Kraskow**
Busch Gardens
- **Vince Pavese**
Capital Southern Ventures, LLC
- **Joseph Pittman**
UNUM
- **Richard Salazar**
Fowler White
- **Tami Sheehan**
St. Petersburg College
- **Kait Savage-Scheele**
Montblanc
- **Rakesh Thakar**
MetLife, Inc.
- **Laura Whitmore**
Gunn Law Group, PA
- **V. Lynn Woods**
Community Bank



85% of former Littles surveyed agree that their experience has influenced them in having confidence in their abilities.



■ High School Graduation Now on the Horizon: Little Sister Kristen Went from Failing to Caring



Kristen hit a low point in her life at just 10 years of age. Her father was in prison, her mother depressed, money was scarce, and the house, as well as Kristin and her siblings, were unkempt. None of this deterred Ann Sheeky, who became Kristin's Big Sister in 2004. Ann was 72 and determined to stick by Kristen through a very difficult year.

At the beginning of their relationship, Kristen had no self-esteem and saw no value in school. Ann encouraged her to play a sport—any sport—in order to become more active and social. Kristen choose volleyball and Ann attended every game. Gradually, Kristin became more outgoing and started making friends. And Ann renewed her resolve to be there for Kristen, as a mentor and a friend.



Big Sister Ann and Little Sister Kristin have both grown (in many ways) since this photo was taken six years ago. Ann was named Tampa Bay's 2010 Big Sister of the Year and Florida's 2010 Big Sister of the Year.

In their second year, Kristen was a different child. Once dirty and unkempt, Kristen began taking more care in how she looked. Her outer appearance started reflecting her growing self-esteem. Ann consistently encouraged Kristen, explaining that she could accomplish anything if she believed in herself. Kristen took the message to heart and started focusing on school. She brought her failing grades way up, asked Ann for help with homework, and is now working hard to graduate from high school.

The change in Kristen is clearly evident to those of us who have seen her at Big Brothers Big Sisters events over the years. Six years into her match with Ann, Kristen holds her head up and laughs and jokes with her Big Sister and others. She's a strong and independent young woman of 16, with goals and dreams. And with Ann's love and guidance, we have no doubt that Kristen will become everything she was meant to be.

Partnering for Success

Big Brothers Big Sisters of Tampa Bay is committed to enhancing our role in being a part of a collaborative system of support that leads to positive outcomes for the youth in our community.

We couldn't be achieving what we are achieving without some great partners, some of whom are also funders. (We apologize if we inadvertently failed to mention any of our great community partners.)

Together we will create stronger families, better schools, and safer communities.

EDUCATION FOCUSED

- America's Promise
- America's Promise Graduation Summit
- Bailey Family Foundation
- Big Brothers Big Sisters Association of Florida, Inc.
- Boys & Girls Clubs
- Children's Board of Hillsborough County
- Conn Foundation
- Hillsborough County School District
- JP Morgan Chase Foundation
- Lake Wales Charter School District
- Pasco County School District
- Polk County School District
- United Way of Central Florida
- United Way of Pasco County
- United Way of Tampa Bay

JUVENILE JUSTICE FOCUSED

- CHIPS (Children in Hillsborough of Incarcerated Parents)
- DMC Collaboration (disproportionate minority contact)
- FLAG
- Juvenile Justice Boards in Hillsborough, Polk and Pasco Counties
- New Directions
- Project Dove

FOCUSED ON ALL AREAS

- African-American Shriners
- Big Brothers Big Sisters of America
- Community Advocates (Bigs, former Bigs and other community activists)
- Community Development Block Grants in Hillsborough County, the City of Tampa, and the City of Winter Haven
- Community Foundation of Lakeland

- Community Foundation of Sun City
- Community Foundation of Tampa Bay
- Deloitte
- DTCC
- Florida Southern College
- Hillsborough Grants Collaborative
- MetLife
- New Dawn Restoration
- PBS&J
- Polk Grant Alliance
- St. Leo University
- The St. Petersburg Times Foundation
- Southeastern University
- SunCoast Schools Federal Credit Union
- The Tampa Bay Rays
- University of South Florida
- University of Tampa
- Without Walls Church
- The YMCA of Tampa

83% of former Littles surveyed agree that their Big instilled values that have guided them through life.



Program Highlights

Big Brothers Big Sisters of Tampa Bay impacted the lives of 2,042 children facing adversity in 2010. We served 1,166 children through our community-based program and 876 children through our school/site-based program.

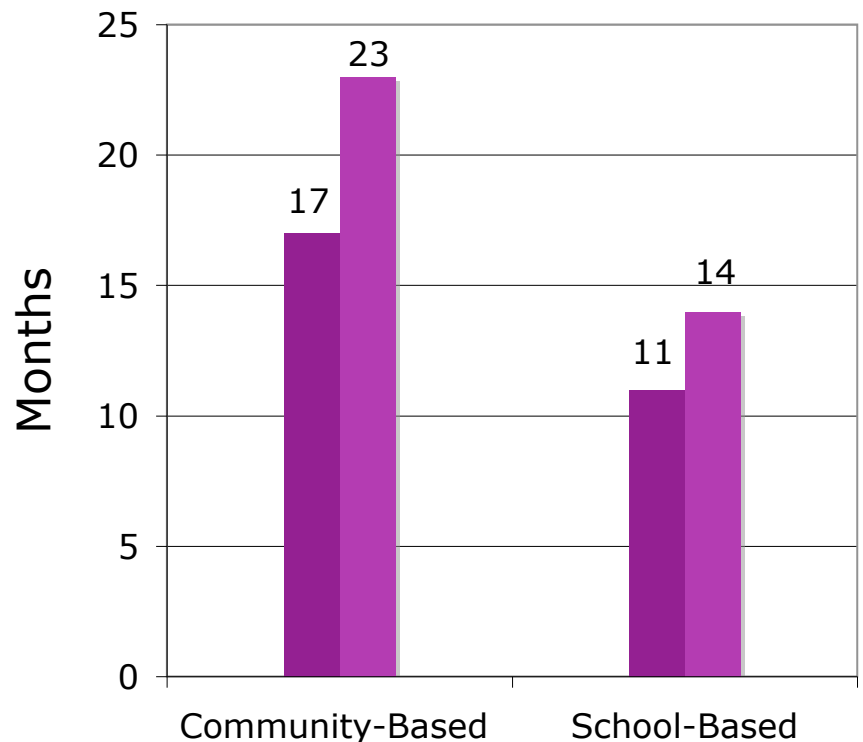
We know that the longer a child is matched with a caring mentor in our program, the greater the impact on that child's life. We are proud that during the year we saw an increase in the average length of each relationship as well as increases in our six-month and 12-month retention rates.

Through ongoing outcome tracking, we're able to present clear evidence of the success of our programs. For example, in 2010:

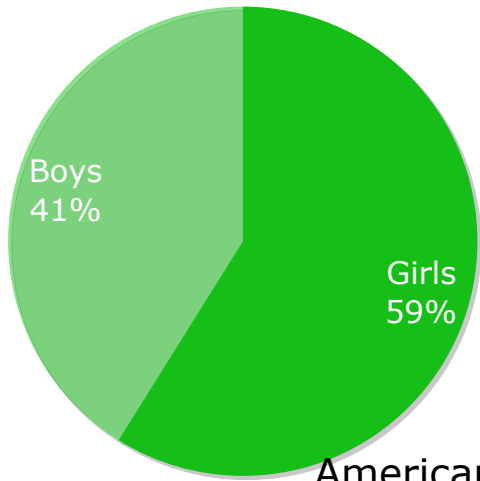
- 97% of our community-based Littles and 95% of our school/site-based Littles were promoted to the next grade level
- 87% of our community-based Littles and 89% of our school/site-based Littles showed an increase in their self-confidence
- 99% of our Littles had no involvement in the juvenile justice system.

When you consider that many of the children referred to us are at risk of academic failure and/or live in those zip codes with the highest juvenile arrest rates, these outcomes are particularly significant.

Average Match Length

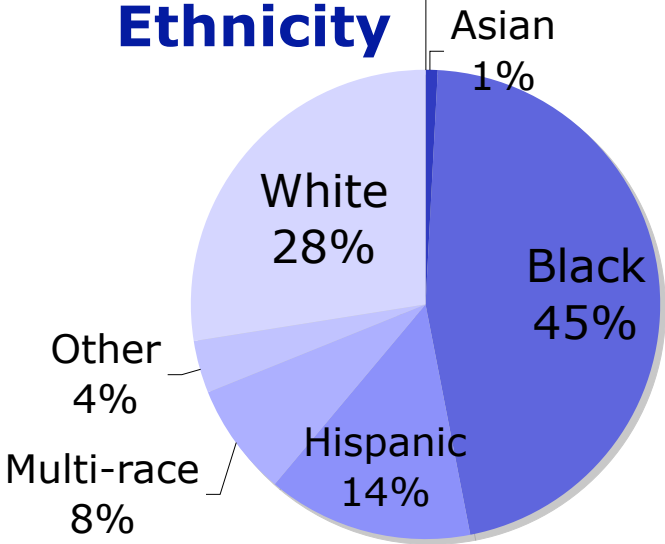


Gender

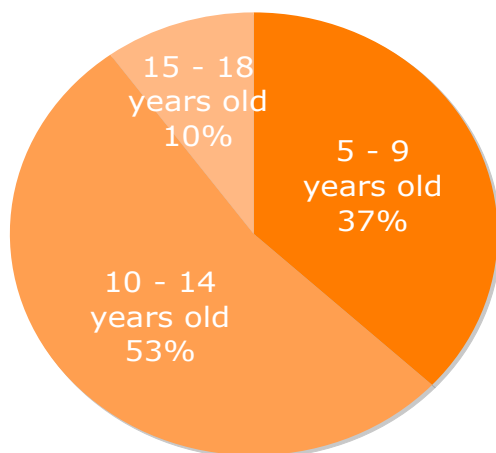


American Indian/Alaska Native 0%

Ethnicity



Age



Little Brother Iman and Big Brother Omar look through a book on soccer.

Program Highlights

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters are in single-parent and low-income families or households where a parent is incarcerated. Big Brothers Big Sisters also targets underserved communities including children of military families and African-American, Hispanic, and Native American communities. These programs are made possible because of the partnerships we share with parents/guardians, schools and community members.

In the Tampa Bay area, we are endeavoring to be more intentional about who we serve. In accordance with that effort:

- 37% of the matched children were children with incarcerated parents
- 14% of the matched children were Hispanic
- 10% of our volunteers were Hispanic
- 41% were boys
- 82% of the Little Brothers were matched with a Big Brother (compared with 80% in 2009)
- 22% of our volunteers were African American (as compared with 21% in 2009)
- 77% of our African American Little Brothers were matched with African American Big Brothers
- 94% of the children we served were known to be living below the poverty level

Right: Little Brother Raequan jumps for joy after a visit to the library with his Big Brother Kevin.



90% of former Littles surveyed agree that their Big provided stability when they needed it.

■ Big Brother Neil Armstrong Redefines “Retirement”

In a protective plastic case, Big Brother Neil Armstrong carries a very important item in his wallet at all times. It’s a tiny scraggly piece of paper, written in the shaky handwriting of a seven-year-old, and yes, there are a few spelling mistakes. But there’s no mistaking the sentiment of what’s written on that piece of paper: “Neil is a nice guy, he is the nicest one yet.” To Neil, it’s priceless.

To understand why Neil is a dedicated Big Brother, you must start at the beginning. Neil grew up in the projects, and his father never really participated in things Neil liked to do. Neil says he grew up as a shy, scrawny kid with little confidence. That is, until he met his hockey coach who encouraged him and told him the importance of having an education. After retiring and raising three children of his own, Neil says the lessons he learned from his coach decades ago helped mold him into the person he is today, and that’s what prompted him to become a Big Brother in 2007 to Little Brother Jamaine.

At first, Neil kept most of the activities simple and explored common interests. But before long, Neil was able to introduce Jamaine to new opportunities. He took his Little Brother to his first hockey game. Jamaine learned more than just the fundamentals of the sport; it was also a social learning experience. In the process of meeting the players, Neil taught Jamaine to look people in the eye and develop a firm handshake. Already, Jamaine is making strides socially and academically. Jamaine couldn’t wait to show his Big Brother the “super improvement” on his report card.

Two years later, Neil became the Big Brother to Jamaine's older brother Solomon, when Solomon's Big Brother could no longer commit to the program. It was a natural transition as Solomon was already familiar and comfortable with Neil. And Neil works hard to make sure both young men are supported—as individuals—by spending one-on-one time with each Little Brother.

Then, only one month later, while attending a recruitment event at a local school, Neil decided he wanted to help out in the school-based program as well. Neil was matched with Little Brother Da'Quavious, who has struggled with his grades and behavioral issues. The two meet every Tuesday and work on reading skills and anger management.

Neil's volunteerism doesn't stop there. He calls himself a "walking billboard" for the agency and he's right! In fact, Neil is part of the Resource Development team at the office and volunteers as a recruiter, specifically targeting African-American male volunteers. He works with the African-American fraternities and has put together a strategy to target males. He is often asked to be a spokesperson for our agency at various events. In addition to his dedication as a volunteer, Neil is a personal donor and helps in the agency's fundraising efforts.



Little Brother Jamaine and Big Brother Neil love to cheer on the Tampa Bay Buccaneers!

Did Neil think retiring would be so much work? That's hard to say. To him, it's all worthwhile. That little piece of paper reminds him there are more than 600 children in Tampa Bay who want—and need—a Big in their lives. And that's motivation to keep going.

■ Report of Independent Auditors

Board of Directors

Big Brothers Big Sisters of Tampa Bay, Inc.

We have audited the accompanying statements of financial position of Big Brothers Big Sisters of Tampa Bay, Inc. (the Organization) for the year ended December 31, 2010 and 2009 and the related statements of activities, functional expenses, and cash flows for the years then ended. These financial statements are the responsibility of the management of the Organization. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Big Brothers Big Sisters of Tampa Bay, Inc. as of December 31, 2010 and 2009, and the changes in net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

The NCT Group CPA's, L.L.P.

March 23, 2011

Note: We have included only 2010 financial information in this Annual Report. Our 2001 financial statements and notes related to this audit can be provided upon request.

■ Statement of Financial Position December 31, 2010

ASSETS	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Current assets				
Cash and cash equivalents	\$28,643	\$61,500	\$19,290	\$109,433
Accounts receivable				
Grants	\$147,623			\$147,623
Other	\$37,246			\$37,246
Contributions receivable, net	\$62,280			\$62,280
Prepaid expenses	\$18,553			\$18,553
Total current assets	\$294,345	\$61,500	\$19,290	\$375,135
Property and equipment, net				
	\$56,153			\$56,153
Contributions receivable, net		\$221,245		\$221,245
Deposits	\$1,667			\$1,667
Total assets	\$352,165	\$282,745	\$19,290	\$654,200
LIABILITIES AND NET ASSETS				
Current liabilities				
Accounts payable	\$19,258			\$19,258
Accrued expenses & other liabilities	\$24,358			\$24,358
Notes payable, current portion	\$29,373			\$29,373
Capital lease obligation, current portion	\$4,609			\$46,009
Total current liabilities	\$77,598			\$77,598
Long-term debt				
Notes payable, long-term	\$77,029			\$77,029
Capital lease obligation, long-term	\$8,198			\$8,198
Total liabilities	\$162,825			\$162,825
Commitments				
Net assets				
Unrestricted	\$189,340			\$189,340
Temporarily restricted		\$282,745		\$282,745
Permanently restricted			\$19,290	\$19,290
Total net assets				\$491,375
Total liabilities and net assets	\$352,165	\$282,745	\$19,290	\$654,200

Financial Statements

■ Statement Of Activities Year Ended December 31, 2010

PUBLIC SUPPORT & OTHER REVENUE	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Public support				
Received directly				
Contributions	\$378,008	\$102,110	\$8,265	\$488,383
Special events	\$527,114			\$527,114
Received indirectly				
United Way allocations		\$348,969		\$348,969
Total public support	\$905,122	\$451,079	\$8,265	\$1,364,466
Other revenue				
Grants	\$887,473			\$887,473
Investment income	\$728			\$728
Miscellaneous	\$60			\$60
Total other revenue	\$888,261			\$888,261
Net assets released from restrictions	\$459,720	(\$459,720)		
Total public support & other revenue	\$2,253,103	(\$8,641)	\$8,265	\$2,252,727
EXPENSES				
Program services	\$1,740,808			\$1,740,808
Supporting services				
Management and general	\$144,046			\$144,046
Fundraising	\$354,712			\$354,712
Total supporting services	\$498,758			\$498,758
Total expenses	\$2,239,566			\$2,239,566
Change in net assets	\$13,537	(\$8,641)	\$8,265	\$13,161
Net assets, beginning of the year	\$175,803	\$291,386	\$11,025	\$478,214
Net assets, end of the year	\$189,340	\$282,745	\$19,290	\$491,375

■ Statement Of Cash Flows Year Ended December 31, 2010

CASH FLOWS FROM OPERATING ACTIVITIES

Change in net assets	\$13,161
Adjustments to reconcile change in net assets to net cash from operating activities	
Depreciation	\$32,754
Realized investment gain	\$0
Permanently restricted contributions	(\$8,265)
(Increase) decrease in assets	
Other accounts receivable	(\$530)
Grants receivable	(\$13,957)
Contributions receivable	\$24,850
Prepaid expenses	\$4,561
Increase (decrease) in liabilities	
Accounts payable	(\$3,243)
Accrued expenses and other liabilities	(\$3,710)
Net cash from operating activities	\$45,621

CASH FLOWS FROM INVESTING ACTIVITIES

Proceeds from sales of investments	\$0
Purchase of property and equipment	(\$17,628)
Net cash from investing activities	(\$17,628)

CASH FLOWS FROM FINANCING ACTIVITIES

Permanently restricted contributions	\$8,265
Payments on long-term debt	(\$18,476)
Payments on capital lease obligation	(\$4,027)
Net advances (repayments) under line of credit	(\$122)
Net cash from financing activities	(\$14,360)

Net change in cash \$13,633

Cash and cash equivalents, beginning of the year \$95,800

Cash and cash equivalents, end of the year \$109,433

Supplemental disclosure

Interest paid in cash \$8,651

Non-cash financing activities

Equipment purchased under capital lease obligation \$0

Line of credit conversion to notes payable \$124,878

Financial Statements

■ Statement Of Expenses By Functional Area Year Ended December 31, 2010

Supporting Services

	Program Services	Management & General	Fundraising	Total Support	Total
Salaries	\$1,004,623	\$77,903	\$130,781	\$208,684	\$1,213,307
Employee benefits	\$130,018	\$8,050	\$14,383	\$22,433	\$152,451
Payroll taxes	\$86,206	\$6,724	\$11,033	\$17,757	\$103,963
Total salaries and related expenses	\$1,220,847	\$92,677	\$156,197	\$248,874	\$1,469,721
Bad debt	\$0	\$0	\$11,358	\$11,358	\$11,358
Conferences, conventions, meetings	\$8,367	\$3	\$447	\$450	\$8,817
Dues and subscriptions	\$29,472	\$357	\$961	\$1,318	\$30,790
Employee training	\$1,253	\$729	\$111	\$840	\$2,093
Fundraising	\$0	\$0	\$137,605	\$137,605	\$137,605
Insurance	\$43,836	\$1,899	\$3,684	\$5,583	\$49,419
Minor equipment and maintenance	\$16,873	\$9,377	\$5,300	\$14,677	\$31,550
Postage	\$8,458	\$610	\$1,129	\$1,739	\$10,197
Printing and publications	\$748	\$35	\$67	\$102	\$850
Professional fees	\$57,337	\$5,811	\$6,527	\$12,338	\$69,675
Program assistance	\$49,940	\$0	\$0	\$0	\$49,940
Payroll services and bank charges	\$15,566	\$8,081	\$4,187	\$12,268	\$27,834
Public relations	\$2,509	\$100	\$0	\$100	\$2,609
Rents	\$160,831	\$9,811	\$16,656	\$26,467	\$187,298
Supplies	\$10,280	\$857	\$853	\$1,710	\$11,990
Telephone	\$45,195	\$1,875	\$3,733	\$5,608	\$50,803
Transportation	\$35,635	\$1,774	\$1,885	\$3,659	\$39,294
Utilities	\$6,318	\$0	\$0	\$0	\$6,318
Total expenses before depreciation and interest	\$1,713,465	\$133,996	\$350,700	\$484,696	\$2,198,161
Depreciation	\$27,343	\$1,841	\$3,570	\$5,411	\$32,754
Interest	\$0	\$8,209	\$442	\$8,651	\$8,651
Total expenses	\$1,740,808	\$144,046	\$354,712	\$498,758	\$2,239,566



Big Brother Jin listens as Little Brother Bill reads him a book at the local library.

Finance Highlights

- Despite revenue dropping 5% in 2010, which equates to \$111,782, we stabilized our finances and ended 2010 with a surplus of just under \$15,000.
- We reduced our expenses by 11% in 2010, which equates to \$254,960; this was achieved in large part by doing an across the board salary cut of 9% on January 1.
- We switched to The NCT Group for our outside auditing work, which cut our costs by one-third for this service.
- Our cost per Big/Little match went down 6% in 2010, to \$1,024.

Resource Development Highlights

- We added 2,494 new donors in 2010.
- 323 of our previous donors increased their donations in 2010.
- We established our first endowment for \$25,000 in honor of former Big Brother Charles Manly.
- We increased our revenue at our *Art of Helping Children Gala* by 25%, to \$205,000.
- The Osborne Group completed an evaluation of our Resource Development Department, and we developed a plan to implement a number of recommended changes in 2011.



Big Brothers Big Sisters
of Tampa Bay

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