

## **Web COPY**

*(The following is copy produced in 2000 for a web brochure for Big Brothers Big Sisters of America)*

# **Vision For the Year 2001**

As the leading organization dedicated to helping more children through effective mentoring, Big Brothers Big Sisters of America has a vision to develop the resources, environment and mechanisms to provide a mentor for every child in need.

Despite being the largest and most widely recognized organization in the field, we are poised to make a quantum leap into the millennium: We've committed to doubling the number of mentoring relationships we support—from 100,000 to 200,000—by the end of the year 2000. We feel this will extend our reach, so that even more children who need an effective mentor have one.

The value of our core one-to-one model has been amply demonstrated. With the expanding market for mentoring, the time is right for us to take this next step in our evolution. Growth is not just an animating purpose, it is an emerging reality.

## **1999-2000 Goals**

- Double the number of children served.
- Develop more affiliate staff capacity to meet increasing demand for mentoring matches.
- Become more efficient by streamlining and improving the core service as local affiliates expand in size.
- More aggressive outreach to all populations, especially minorities.
- Encourage testing and implementation of alternative approaches to mentoring.

# **Strategies Towards the Vision**

## **Innovation**

Increase the number of capable members while building on the successful elements of the core service by testing, developing and disseminating new and effective forms of mentoring.

### **Diversity**

Reach out for more minority members so that representation among mentors, boards and staffs more closely reflects the racial and ethnic mix of the children and communities served.

### **Research & Development**

Support better ways of effective mentoring by creating a new research and development capacity that will design and test promising improvements in the core service.

### **Internal Communication**

Identify, understand and disseminate throughout the organization the "best practices" developed by individual affiliates to fuel their own growth-related efforts.

### **Marketing**

Build a broader and deeper recognition of the Big Brothers Big Sisters of America name and what it stands for through a marketing approach focused on both national and local activities.

### **Technology**

Use technology to expand existing affiliate capacity and better predict technological changes and possible implications.

### **Service Capacity**

Expand basic operational capacity at all levels, enhance affiliate staff and leadership in the community, operate core services more efficiently and streamline the administration of the affiliates.

## **Big Brother's Big Sisters Mission Statement**

The mission of Big Brothers Big Sisters of America is to make a positive difference in the lives of children by providing professionally supported mentoring relationships. We initiate the changes necessary to help children become confident, competent, caring individuals capable of reaching their highest potential. We help create an alternative future through the quality of our ideals, the authenticity of our actions and the worth of our services.