



Summer 2005

Brothers Big Sisters Big

THE BIG NEWS OF BIG BROTHERS BIG SISTERS OF TENNESSEE VALLEY

Celebrating 35 Years of Service!

(Special thanks to Bo Shafer, Bill Tapp, and Gordon Thomas who were interviewed for this article)

Big Brothers of Knoxville was established in 1970 with funding from Circle K Club and the Downtown Kiwanis Club who conducted the Miss UT Pageant and raised \$10,000 for Big Brothers. Bill Tapp was the first full-time Executive Director. Blanche Dinwiddie, a mother of a little brother, saw the need for office staff support and volunteered her time. And the West Knox Sertoma Club sustained the efforts many years through the Greater Tennessee Sportsmen Show.

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The sixth annual Tennessee Invitational golf tournament will be held Monday, October 17 at The Farm in Dalton, Georgia. The Farm is located in the beautiful Mill Creek Valley of North Georgia and exudes the feel of an old Eastern Country Club with three-hundred-year-old oak trees. As always, this event promises to be extraordinary. This fundraising event blends networking and golf in just the right way to offer participants a prestigious golf and client entertainment experience. The

Tennessee Invitational offers a day of food, beverage, fellowship and relaxation. The tournament invites you to be a part of a dynamic blend of Knoxville-area business leaders who are working to support "Little Moments. Big Magic."

Jason Amonette, board member and event chair, stated "We are currently selling teams. The fee for this exclusive event is \$5,000 for a team of four. There are also some sponsorship opportunities available to get your business name in front of this exclusive group of golfers."

"What a way to spend a beautiful fall day. A short two-hour drive with friends discussing playing a first-class golf course. All agreeing how much fun we have had playing The Farm in the past years. Looking forward to hearing the call to carts, receiving great tee gifts, and agreeing what a wonderful way to raise money for such a great cause. I would highly recommend this tournament to anyone seeking a unique experience."

Charlie Gaut, Owner, Business Graphics

"The Tennessee Invitational is the premier golf tournament experience of the year! The beautiful Farm in Dalton, Georgia is one of the top golf courses in the country, the gift packages are stuffed with great items, the food is wonderful, and they even give you a massage and wash your car! It is an experience you will not forget."

*Bill Osborne,
Advertising Mgr., Major Accounts
News Sentinel*

For more information about the Tennessee Invitational, please contact event chair, Jason Amonette, at 293-0151, or Tamara Ownby, Director of Development, at 523-2179 x 21.



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BBBS Staff

Angelia Moon, CFRE – Executive Director, ext. 24
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Marta Murrell – Enrollment & Match Specialist, ext. 26
Kara O'Brien – Match Support Specialist, ext. 18
Jeff Young – Match Support Specialist, ext. 25

35 Years of Service

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West Knox Sertoma Club served as a partner and focused key financial support to the agency. In 1975 Big Brothers merged with the Knoxville Big Sisters program that was initiated and funded by the Akima Club of Knoxville, led by Heidi Brinner. Akima has helped in a variety of ways through the years to provide volunteer and financial support to BBBS.

In 1989, the agency's name was changed to Big Brothers Big Sisters of Tennessee Valley, Inc., coinciding with the merger of the Knoxville and Oak Ridge based affiliates and expansion of the service area. Big Brothers Big Sisters of Tennessee Valley now serves Anderson, Blount, Knox, Loudon, Roane and Scott counties. BBBS has changed in many ways, yet the need for Big Brothers and Big Sisters remains the same. If you would like to learn more about our mission or share it with your co-workers or friends, please call Rebecca Luster, Customer Relations Specialist at 523-2179 x 17 or e-mail her at info@bbbstnvalley.org.

“Children are the living messages we send to a time we will not see.”

– John W. Whitehead



BIG BROTHERS BIG SISTERS OF TENNESSEE VALLEY

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Office hours: Monday – Friday 8:30 a.m. – 5:00 p.m.

Mission Statement

The mission of Big Brothers Big Sisters of Tennessee Valley is to help children reach their potential through professionally supported, one-to-one relationships.



BBBS is a United Way partner in Anderson, Blount, and Knox Counties

Community Partner

People of Faith Mentoring Children of Promise

Big Brothers Big Sisters of Tennessee Valley, in partnership with Knoxville Leadership Foundation and six area churches, has launched an effort to provide mentors for children in Knoxville who have an incarcerated parent. According to national statistics, 7 out of 10 children who have one or more parents in a state or federal prison will eventually be incarcerated themselves. The six area churches providing adult mentors for this program are: Washington Pike United Methodist Church, Word of Life Ministries, Peace and Goodwill Baptist, Freedom Fellowship, Bridgewater Baptist, and Community Evangelistic Church.

Amachi is a West African word that means “who knows but what God has brought us through this child”. The Amachi component of Big Brothers Big Sisters received high praise from research groups that showed that children in mentoring relationships feel more confident in their school work, skipped fewer days of school, had higher grades, and were less likely to start using drugs or alcohol.

Knoxville Leadership Foundation received a grant from the U.S. Department of Health and Human Service Administration for Children and Families for three years to implement a Mentoring of Children of Prisoners grant.

“Big Brothers Big Sisters mentoring program has proven to be an extremely effective approach to break the cycle by bringing these youth together with caring adults who serve as role models offering encouragement, support and guidance. We are excited to provide this new component to our community-based program in Knoxville.” stated BBBS Program Director, Rebecca Pipe.

We thank and celebrate the following.

While there is no way to include everyone who contributed, the following are some of the special names and events that built the original foundation for BBBS of Tennessee Valley, which has lasted for 35 years and remains solid for the future:



Thank you for our 35-year history. We look forward to continuous service to East Tennessee into the future. Gifts that will ensure this continued service can be as simple as including Big Brothers Big Sisters of Tennessee Valley, Inc. in your estate plans. Please contact Tamara Ownby, CFRE at 523-2179 ext. 21 to discuss the many options available.



Match Spotlight

Karen* knew something was missing from her life. She became a Big Sister because she wanted to make a difference in a child's life. Karen was matched with Samantha* in March of 2004. Samantha lives with her mother, younger brother and sister. The family wanted Samantha to have a Big Sister so she would have a special friend, to increase her social skills, and to learn about the community. Samantha is very friendly and talkative and needed a Big Sister who was willing to be patient with her and would take time to build a strong one-to-one friendship.

Karen and Samantha have a very special relationship. Samantha has a short attention span. Since being matched, Karen has found ways to redirect Samantha in a positive way. Karen has opened up a whole new world for Samantha. Last December they attended the Variety Foundation Christmas Party where it was Samantha's first time to see a movie in a theatre. She was so excited she could hardly stand it! They have also bowled in Bowl for Kids' Sake. Recently Karen stated, "Samantha and I always look forward to our Saturdays. We always have to paint her fingernails before it is time to go home. We do all kinds of other activities, like fishing, going to the park, or swimming. We have been to the zoo three times, Dollywood, and to the circus. Every week we also try to read a little together. We both enjoy our one-on-one time together."

Karen is a remarkable and a dedicated Big Sister. She strongly believes in the program and that it works to help both the child and the volunteer. Karen recently told us Samantha had been waiting for a Big Sister for a long time and now she knows why ... because they were meant to be matched!

* names have been changed

Scripps Networks Hosts Celebration Party

To help Big Brothers Big Sisters of Tennessee Valley celebrate 35 years, Scripps Networks, along with Ijams Nature Center, hosted the second annual picnic for the agency. We gather at the picnic each year to recognize and thank all of our Big Brothers and Big Sisters who give so graciously of their time and energy to children throughout our communities. This year's theme of "Great American Country" was a hit. Everyone was greeted with a goodie bag of gifts and a cowboy hat. Events for the evening included line dancing, wonderful food, door prizes, and encounters with Ijams creatures.

But Scripps Networks' support of BBBS doesn't end there. Several of their employees have signed up to be Big Brothers and Big Sisters. Scripps also has an on-going investment in our work by providing financial support. They think of us and include us in so many ways.



Stacey Mioduski, Scripps Networks employee and Big Sister, with Little Sister, Mychico enjoying the party.

Special Friends of Big Brothers Big Sisters

Variety – The Children’s Charity of Eastern Tennessee

Variety has a legacy of caring and was founded Christmas Eve in 1927 when eleven vaudeville performers agreed to financially underwrite the care of a baby girl found abandoned in one of the local theatres. Today, Variety – The Children’s Charity, known as the “Heart of Show Business,” improves the lives of children through their generous grants and through their volunteer work. Variety not only has supported BBBS through a generous operating grant, but also has invited us to be a part of their Christmas Party and a special Zoo Day in May.

BI-LO Charity Classic Golf Tournament

The BI-LO Charity Classic golf tournament, one of the nation’s largest benefit golf tournaments, supports Big Brothers Big Sisters as well as other non-profit organizations. This year’s tournament brings the event’s total donations to over \$23 million in its 21-year history. BI-LO generously contributed \$4,000 in support of Big Brothers Big Sisters’ school-based program. School Based Mentoring provides volunteers the opportunity to spend thirty minutes to one hour a week with their “Little” at the school. (See related school-based article on back cover.)

Saint Mary’s Health System

A generous grant from St. Mary’s Health System has been awarded to Big Brothers Big Sisters in support of health-related training for our Big Brothers, Big Sisters, staff and families. A portion of the grant is spent on costs related to providing the “BIG NEWS” newsletter to all of our Big Brothers and Big Sisters. We thank St. Mary’s Health System for the support that will help us all be “Healthy For Life”.

Kimberly Clark Corporation

BBBS enjoys a special relationship with Kimberly Clark. The local office has donated needed paper products, and funds are received through the Kimberly Clark Foundation via the Community Partners Program. This program recognizes employees that volunteer a minimum of 30 hours per year with a \$500 grant to BBBS. Special thanks to our Kimberly Clark Big Brothers and Big Sisters: Merv Heuer, Trevor Stafford, Gracie Murphree and Jonathan Lowery.

EdFinancial Services

EdFinancial selected BBBS as a recipient for one of their charity events where employees had the opportunity to donate \$5 and wear jeans to work. EdFinancial works to foster a sense of community and to strive always to do the right thing for their customers. BBBS provides mentors to help educate the children in our communities. Likewise, EdFinancial seeks to assist in the education of those wishing to attend college. Sharing common goals made this donation a perfect match for the employees of EdFinancial.



2005 Bowl For Kids’ Sake exceeded expectations and raised over \$41,000 for BBBS programs. Special recognition goes to Katie Bell, event Chair and Board Member. Special thanks go to our top dollar bowlers: Beverly Parks and the “Vampires”, Paul Hollandsworth, Jim Houser, Amy Moates, and John Artt.



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BIG BROTHERS BIG SISTERS
of the Tennessee Valley

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Amazing School Based Mentoring Growth

Around the turn of the century (only five years ago!), Big Brothers Big Sisters recognized that mentoring in schools was a wonderful opportunity to reach more children, offer more options to volunteers, and build relationships that will positively impact lives. BBBS of Tennessee Valley began our school based mentoring program in 2001. We initially offered the program in two schools in Knox County and shortly thereafter added two schools in Blount County. Within only four short years, we have grown this program tremendously! We now work with 28 schools in five counties. We have staff dedicated to working exclusively with our school based mentoring program. And we continue to build those positive relationships with children that will forever change their lives.

A recent study of BBBS school based mentoring programs proved that the impact of these relationships is positive and long lasting for the child, whether the relationship is academically or socially focused. In some schools, our mentors focus on academic work, helping to bring the child to a higher level of achievement. In some schools, our mentors focus on a social/emotional relationship, helping the child with daily life issues and providing that special one-to-one focus for which we are recognized. In either situation, we know that school based mentors are effective in their efforts.

A component of our agency's growth in the school based mentoring program is due to a partnership with Project GRAD of Knoxville. We thank them for their dedication to providing mentors to every child who needs one.

An analysis of the first six months of 2005 shows:

BBBS national average for community based program growth was 5%.
BBBS of TN Valley grew by 21%.

BBBS national average for school based program growth was 12%.
BBBS of TN Valley grew by 33%.

BBBS national average for revenue growth was 2.72%.
BBBS of TN Valley grew by 111.64%.

Please send story ideas to Tamara Ownby, CFRE at townby@bbbstnvalley.org or at 4928 Homberg Dr., Suite B-3, Knoxville, TN 37919.