

Operation  
Bigs 3

Community  
Partners 4

Bigs of  
the Year 7

# big

FALL 2017



**Big Brothers Big Sisters**

GREATER RICHMOND  
HAMPTON ROADS  
TRI-CITIES



2018 is your year to volunteer – sign up to be a mentor and make a **BIG** impact in a kid's life. They're waiting for you.

2

# 30 BIGS IN 30 DAYS

Thanks to all the momentum last year, we are ready to kick off 2018 with a second annual *30 Bigs in 30 Days* campaign to recruit new mentors! As part of National Mentoring Month, we will recruit 30 *Bigs in 30 Days* with a focus on recruiting more male mentors to reduce the waitlist of more than 200 boys in the Richmond area.

**The good news is: You can help!**

You can choose to BE BIG in the New Year by accepting the call-to-action to mentor a kid in your community. Join Mike, Chris, Graham, Justin, Greg, Dan and many men in your community who are already making a difference. A little time each week makes a BIG difference. It's not rocket science – kick a soccer ball around, watch a movie, do some homework, just being there makes a difference in a child's life.

To find out more information, follow us on Facebook @BeaBigVA or call 804-261-4940 to sign up to be a Big Brother today.



"I KNEW WHEN I FOUND OUT THAT NICK JUST WANTED SOMEONE TO RIDE BIKES WITH THAT WE WOULD BE A GREAT MATCH. IT'S THE SIMPLE THINGS IN LIFE THAT REALLY MATTER AND I ENJOY OUR TALKS THE MOST."

– GREG DARRISAW



"I'M AN ENGINEER AND OMAR WANTS TO BE ONE SOMEDAY, TOO. BEYOND THAT, WE HAVE A LOT OF PERSONAL SIMILARITIES AND HE'S BECOME A BROTHER TO ME, A PART OF MY FAMILY."

– JUSTIN MADISON

SAVE  
THE  
DATES

**JAN 8**

Bring Your Own Big  
@ Southern Railway Taphouse  
Discover how to #BeBig

**JAN 20**

Treasure Hunt  
@ The Science Museum  
Explore what it's like  
to be a mentor

**FEB 12**

BIG Networking Night  
@ BBBS Office in  
Scott's Addition  
Celebrate and meet  
other mentors



Big Brothers Big Sisters is all about matching caring, compassionate adults to kids in need. But what if you don't have the time right now to commit to mentoring? Or what if you're already a Big and want to give even more?

You can be a *Match Maker* and make a BIG impact in the lives of kids waiting for a mentor through monthly contributions. It's an easy and hassle-free way to help find, match, and grow new mentors all year long. As a Match Maker, you help create a new mentoring match every month. Your steady support provides the resources to recruit Bigs to match with those waiting Littles...and to help those friendships thrive over time.

Join Match Makers today by signing up at [www.bigbrobigsis.com/match-makers](http://www.bigbrobigsis.com/match-makers) or contact Olivia Garrett, Development & Marketing Manager at 804-261-4940.



## BIG + LITTLE = LIFE-CHANGING FRIENDSHIP

When Joseph first met his Big Brother, Graham, he was struggling in math class. Graham, a scientist at Pfizer, helped Joseph study for math using ice cream as an incentive (who isn't motivated by dessert?). Now, Joseph is one of the top students in his class, and the pair are applying their arithmetic skills to real-life projects! Joseph has always wanted to learn to skateboard, so instead of saving up to buy one, they designed and crafted one together. Goal-oriented and adventurous, when they're not studying or building skateboards, the

two guys can be found honing their photography skills at different Richmond locales. Watch out for this dynamic duo!

**Do you have a talent or skill or simply a passion for helping others?** One of the unique opportunities about mentoring is that all you need to bring to the table is yourself! Inspire a kid by investing yourself as a mentor – a little time each week makes the world of difference in a young life.



From a Little's perspective, their Big is often viewed as larger than life. A Big can be a real-life superhero who truly changes the trajectory of a child's life. Brandon Perryman, who has mentored Little Brother, Amir, for two years, is a hero in the eyes of many. An active duty member of the Coast Guard, Brandon recently received the Hampton Roads Chamber of Commerce's "Military Civilian of the Year" nomination. We are honored by his commitment to Amir, Big Brothers Big Sisters, and our country. Thank you, Brandon! Operation Bigs is a mentoring program in South Hampton Roads and serves military-dependent, middle school-aged youth. You do not have to be in the military to be a mentor through Operation Bigs.

To get involved in Operation Bigs, reach out to Program Manager, Sylvia Muller, at [smuller@bigbrobigsis.com](mailto:smuller@bigbrobigsis.com) or 757-392-5155.

# Big Thanks to our Community Partners

Thanks to **Troutman Sanders** for hosting our 4th annual Big of the Year celebration at their fantastic downtown location with unbeatable panoramic views of the James River. **Mosaic Catering** provided crowd-pleasing hors d'oeuvres and drinks. Congratulations to our five honorees: Greg Darrisaw, Justin Madison, Katy Morgan, Mike Powers, and Tiffany Woods. The honorees were selected based on nominations from Littles and staff and then by online voting from the community. Each honoree (and a few brave Littles!) spoke on their experiences as Bigs and the life-changing impact of mentoring. Thank you to **Tara Gibson Photography** for capturing the most special moments during the celebration. The crowd was thrilled that City of Richmond **Mayor Levar Stoney** made a special appearance and shared how mentors have shaped his life. Thank you to **NBC12 WWBT** for covering the evening.

Thanks to the Product Design team at **Carmax** for leading a two-day workshop with the Marketing Team focusing on website user experience, story-mapping, and strategizing ways to recruit more mentors. Thanks to **VCU's Strategic PR Campaign Design** class taught by professor Marjorie Grier for providing pro bono recommendations for community outreach and recruiting more mentors.

Thanks to the **YMCA Bright Beginnings** for helping Littles start the school year on the right foot by providing 50 backpacks stuffed full of school supplies.

Thanks to **Julep's, Talley's, Toast, Chipotle, Southern Railway Taphouse, The Boathouse (City Point), Kindred Spirit Brewing, The Speakeasy Grill Restaurant, and Hardywood Park Craft Brewery** for hosting Give Back Nights and Bring Your Own Big recruiting events. Thanks to **Side by Side** for providing LGBTQ inclusivity training to staff and Bigs.

Operation Bigs was proud to join forces with Tidewater Community College, Give An Hour, and Nexus Military Community Collaborative to bring "Words Matter" to Hampton Roads, an interactive conversation on how to talk about suicide prevention.



New potential mentors from VSU

## EXPANSION IN THE TRI-CITIES

Thanks to **The John Randolph Foundation** and generous Tri-Cities supporters, we are expanding school-based mentoring at Harry E. James Elementary, and introducing new programs at Dupont Elementary in Hopewell and Walnut Hill Elementary in Petersburg. Bigs, particularly men, are wanted to meet the need of students. Nearly 20% of students at these elementary schools are chronically absent – kids enrolled in BBBS school-based mentoring report improving attendance by 25%.

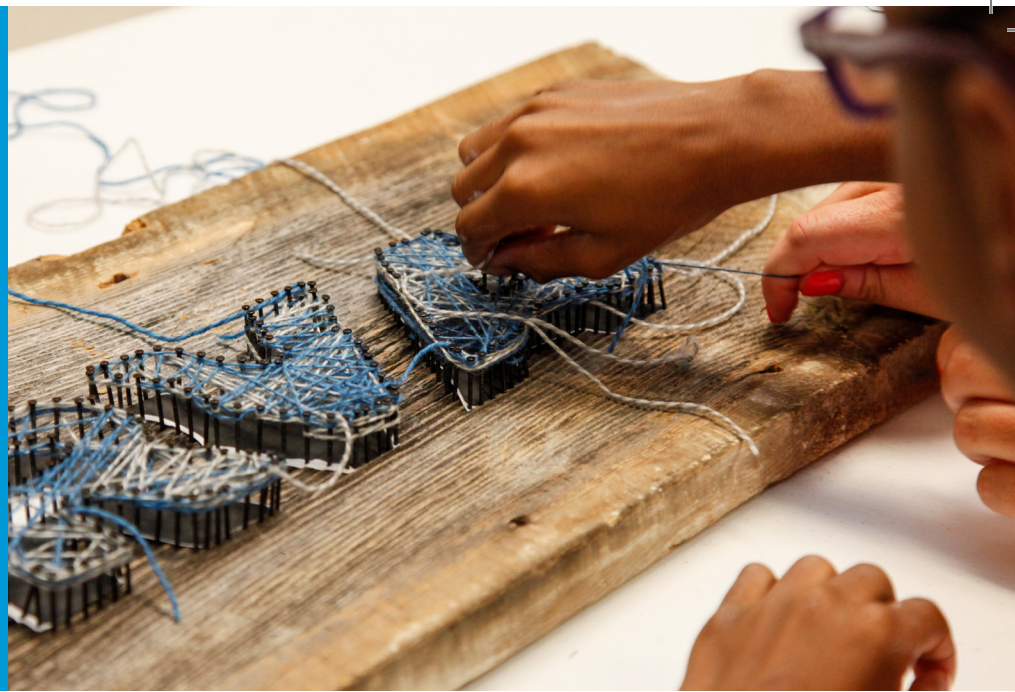
**Virginia State University** students are driving engagement in Petersburg - the enthusiasm from a diverse group of students enrolled in activities as varied as the Reginald F. Lewis College of Business to the U.S. Coast Guard Pre-Commissioning Initiative is infectious! VSU staff and faculty support student engagement as Bigs to build skills in leadership, communication, teamwork, organizing, decision-making and planning.

If you are interested in mentoring in Hopewell or Petersburg, e-mail [Leanne Lytle at llytle@bigbrobigsis.com](mailto:Llytle@bigbrobigsis.com) or call us at 804-261-4940.



@BeABigVA Check out photos and more on our Facebook and Instagram pages

# Back to School Celebration



Everyone had a great time kicking off the start of school at this year's Back to School Celebration at the Northside YMCA. Bigs and Littles posed in the photobooth, played basketball, and shared healthy snacks. Littles demonstrated they can give back, too, by creating custom artwork for the annual auction. The artwork was auctioned off for hundreds of dollars.



## LEAVE A BIG LEGACY

**Your legacy can have a BIG impact. A planned gift to Big Brothers Big Sisters ensures the continuation of mentoring in your community and creates your own legacy of support.**

Including Big Brothers Big Sisters as part of your will or estate is a simple way to help children reach their potential well into the future. You can also designate Big Brothers Big Sisters as the beneficiary in an IRA, 401K, or life insurance policy. If you name Big Brothers Big Sisters as the beneficiary of a life insurance

policy, it benefits both the children in your community and you! Planned giving can offer significant advantages including tax breaks and a potential income increase. Discuss your strategy with your estate planner to ensure you maximize your benefits.

**To learn more, reach out to Olivia Garrett, Development & Marketing Manager at [ogarrett@bigbrobigsis.com](mailto:ogarrett@bigbrobigsis.com) or 804-261-4940**



Check out more roaring great photos on our Facebook page @BeaBigVA

An Evening for Kids' Sake, presented by Altria, was held at the Hippodrome and raised \$140,000 to support 100 new matches for Big Brothers Big Sisters!

Guests enjoyed the Speakeasy theme with specialty cocktails from Belle Isle Moonshine and KO Distilling and craft beer from Stone Brewery. Pearls and candy cigars added a flare to the festivities as guests perused the silent auction and danced to the beats from Good Shot Judy. The Live Auction was a hit with a trip to New York with Stephen Colbert, an escape from reality in Los Cabos, and an adventure in the mountains at the Biltmore Estate in Asheville, NC. Thanks to Sprack Media Productions for showcasing our Big

Brother and Big Sister of the Year, Mike Powers and Tiffany Woods, along with their Littles, Micah and Virginia. Guests enjoyed the inspiring videos highlighting their mentorships and activities. Did you miss the premier? View it on our website: [www.bigbrobigsis.com/real-life-mentoring-stories](http://www.bigbrobigsis.com/real-life-mentoring-stories)

Special thanks to An Evening for Kids' Sake committee members, sponsors, and guests for your continued support and dedication to making this event a success as well as ensuring that Big Brothers Big Sisters can help create new life-changing friendships between children facing adversity and caring, compassionate adults.

**THANK YOU TO THE HOST COMMITTEE:** Lorrie Byrne, Mary & Joe Dorsey, Nicole Holland, Susan Lenz, Kathy & Bruce Margopoulos, Lauren & Craig McCormick, Beth Phipps, Jennifer Porter, Michele & Jim Riley



# Bigs of the Year



**LEFT TO RIGHT:** Ann Rohde Payes (Executive Director), Mike Powers, Tiffany Woods, Mayor LeVar Stoney, Greg Darrisaw, Justin Madison, Katie Morgan



## BIG BROTHER OF THE YEAR: MIKE POWERS

Mike and his Little Micah, have truly become family over the course of their two-year match. Micah says his Big, “helped me realize that school is really the start of your whole future and to do the best I can.” Micah is interested in pursuing a career in the food industry, which led Mike to arrange a kitchen tour at a local Vietnamese restaurant so Micah could learn more about what it takes to become a chef. Mike continues to encourage Micah to work hard in school and looks forward to seeing him pursue his dreams in the future!



## BIG SISTER OF THE YEAR: TIFFANY WOODS

Tiffany and her Little, Virginia, are all about self-improvement and supporting one another. Growing up as an only child, Virginia dealt with confidence issues and always wanted an older sister to look up to and help her through hard times – Tiffany is just that! Virginia and Tiffany spend many of their outings at Barnes and Noble, browsing books, and crocheting. After Virginia worked for weeks on crocheting a hat, the pair jokes that it still turned out looking like more of a pot holder! Virginia describes her Big as, “a great role model who means so much to me,” and now wants to become a Big Sister, “just like Tiffany” when she is older!

## HONOREES:



Greg Darrisaw



Justin Madison



Katie Morgan



## Big Brothers Big Sisters

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
RICHMOND, VA  
PERMIT NO. 1353

### Richmond

1707 Summit Ave  
Suite 200  
Richmond, VA 23230  
(804) 261-4940

### Hampton Roads

500 E. Main Street  
#1105  
Norfolk, VA 23510  
(757) 392-5155

### Tri-Cities

We're moving!  
See you in 2018

[bigbrobigsis.com](http://bigbrobigsis.com)

Learn how Graham and Joseph applied their math skills to build a skateboard!

3

## SAVE THE DATE!

### BOWL FOR KIDS' SAKE

**Richmond:** Friday, March 9, 2018  
at AMF Sunset Lanes

**Tri-Cities:** Saturday, March 17, 2018  
at Hopewell Bowling Center

**Hampton Roads:** Friday, April 20, 2018.  
Location TBD - stay tuned!

#### RAISE MONEY, MAKE MATCHES, CELEBRATE!

Grab your friends and co-workers and make a bowling team to benefit kids facing adversity in your community!

To learn more, contact Danielle Powell at  
[dpowell@bigbrobigsis.com](mailto:dpowell@bigbrobigsis.com) or 804-261-4940

