ABOUT BIG BROTHERS BIG SISTERS

STANDING TOGETHER TO DEFEND POTENTIAL

In a world of causes, we make a difference by creating professionally supported, one-to-one Matches for kids who want to realize their full potential. There are over 270 BBBS affiliates across the U.S. BBBSKC has consistently been recognized as one of the top agencies in the country for growth and quality of service.

OUR PURPOSE

To clear the path to a child’s biggest possible future.
BBBSKC Supporters,

If you’ve followed Big Brothers Big Sisters for many years, you are likely aware that in 2018 we went through a national rebrand and came out of it with a new core belief: Together, We are Defenders of Potential. With this renewed focus and the acknowledgment of all that has happened in the last couple of years, we are re-thinking how our values and actions are contributing to true diversity, equity, and inclusion.

Like you, we’ve watched and experienced violence, racial inequities, and a global pandemic. These events have changed us and our history forever. It is our responsibility to create the positive change we want to see in the world. As an organization, we want to examine what we can do differently, how we can evolve, and how we can do even more for our Littles, Bigs, staff, and community supporters, specifically our communities of color and culture.

In the summer of 2020, we began conversations with our staff and Board members regarding our plan to examine our work and put together an extensive DEI strategic plan. We quickly brought on a national expert to help guide us through our DEI process and thus began our contract with Cultural Strategist, Dionne King, in 2020. With Dionne’s leadership and the input from our DEI Advisory Board, staff, Board of Directors, Big Impact Group, and Thrift Operations Board, we released a new statement and set of commitments to hold us accountable to this important work. Through our initial in-depth DEI assessment, we learned that some of the work had already been started and just needed a renewed focus, while other work hadn’t been given the attention it deserves.

We are still in the beginning stages of this plan, and it will be an on-going, evolving process. We are now in Phase 2. In 2021, we worked to develop the plan and list of commitments. This report highlights those commitments and gives you a snapshot of where we are today. Our next step is to produce an actionable 3 year DEI strategic plan that will guide us in our day-to-day DEI work. We will to complete the plan in 2022. I am proud of where we are today, but I know there is more work to do and I’m looking forward to sharing that with you soon. For now, I hope this report will give you insight into the work we’ve done in 2021. We welcome feedback on how we can be better.

Sincerely,

Micheal Lawrence, CEO

BBBSKC believes that diversity, equity and inclusion are essential parts of our mission to defend potential for kids in our community. We strive to embrace true representation in our brand, diversity of people and perspectives, and inclusion in all areas of our organization so we can make a generational impact on our community through life-changing friendships.

Genuine diversity, equity, and inclusion efforts come from not just words, but actions. In an effort to hold ourselves and others accountable, we are implementing new and ongoing commitments to create an inclusive culture and pledge to do more to support our staff, Littles, Bigs, families, and the greater community.

We recognize that we can do more and that change won’t happen overnight, but we’re in this for the long haul—we want the work we do to create a lasting, positive impact. We welcome feedback on how we can be better.

1,165

Active Matches

210

Littles are waiting for a Big
In 2021, we announced our commitments to DEI for the year. Some of the work was a continuation of work that had already been started and other commitments were new initiatives and focuses we wanted to prioritize improving for the year. The next few sections will highlight a few of those commitments and the work that has been done.

**COMMITMENT #1:**

Partner with DEI consultant Dionne King for a full assessment and the development of a long-term DEI strategic plan.

In August 2020, BBBSKC collected and researched recommendations for DEI consultants to lead us through an extensive, professional assessments, and strategic planning. Dionne King came highly recommended and as we began to get to know her we realized she was the perfect fit for us. Dionne is the owner and CEO of DMK Consults, an award-winning leadership development and DEI consulting firm. Dionne is an expert in race relations, strategic inclusion initiatives, leadership development and mediation. She is often a keynote speaker, quoted in media outlets across the country and works with an impressive list of companies and brands. Dionne is a long-time supporter of BBBSKC as two of her nephews were Littles in the program. She was able to see the true impact that the BBBSKC program had on her nephews.

Dionne spent months with the BBBSKC team. The work with Dionne included:

- In-depth anonymous staff surveys on diversity, equity and inclusion
- Leadership training sessions to coach managers and leaders of BBBSKC
- Team development work within the individual teams of BBBSKC (Fundraising, Marketing, Program, Executive, etc.)
- DEI Board listening and feedback sessions
- Full staff trainings on DEI topics
- Individual coaching with Executive team members
- Listening sessions with staff of color
- A comprehensive plan and recommendations for BBBSKC for the next three years
- A glossary of terms and resources to Leadership team

**COMMITMENT #2:**

Supporting Matches with conversations, education, resources, and training from the moment of acceptance into the program until the conclusion of the Match.

During 2021 BBBSKC provided many opportunities for engagement and support. During the home visit, Bigs are provided with demographic information of our Littles and given the opportunity to ask questions and engage with their Enrollment Specialist on the best ways to support Littles of various backgrounds. Bigs are provided an opportunity to take trainings in the BBBS Learning Exchange with hundreds of hours of training available to them as well as monthly or quarterly contact with a Match Support Specialist who can walk them through any specific topics that arise in their work with their Little. Match Support Specialists also help connect Bigs and families to resources in the community and inform them of opportunities to engage with DEI opportunities outside of BBBSKC and provide resources to help Littles and Bigs from different backgrounds.

In 2021 BBBSKC implemented the following:

- Added a DEI Resource page on our website that is updated regularly to reflect current information and events
- Offered two Big Town Hall forum events on working with LGBTQ+ Littles
- Offered several Match Activities that highlighted different cultures like a Loteria event and celebration for Day of the Dead, and participating in the Juneteenth Parade and Pride Event
TOP 5 COMMITMENTS

COMMITMENT #3:
Empower three full-time Brand Ambassadors dedicated to cultivating our reputation and relationships in all communities.

In 2021, BBBSKC grew our Community Outreach team by adding a diverse Director of Community Outreach to lead the team of full-time Brand Ambassadors. Subsequently, we received funding to grow our team in 2022, adding 3 part-time Brand Ambassadors to primarily focus on being in the community over the weekends. The department’s goal is to attend more diverse community events.

Having a larger team and a greater presence in the Kansas City Area has led to more authentic relationships and an increase in trust from diverse communities. In 2021, the Community Outreach team attended approximately 200 community and networking events. Some highlights include:

- Engaged in diverse community chambers such as the Mid-America LGBT Chamber of Commerce, Heartland Black Chamber of Commerce, and Hispanic Chamber of Commerce of Kansas City
- Had a large presence at the following events:
  - Juneteenth
  - 816 Day
  - Pride
  - Troostapalooza
  - Day of the Dead
  - Guadalupe Center’s Cinco de Mayo
  - National Congress of Black Women Event
- A large recruitment effort was created due to attendance at a Stonewall Event
- Engaged in various community golf tournaments such as The Hispanic Chamber of Commerce
- Met wonderful community members that are now involved in BBBSKC by attending various HBCU Events
- Hosted various diversity events at our BBBSKC office
- Attended professional development training through the LGBTQ Chamber

TOP 5 COMMITMENTS

COMMITMENT #4:
Prioritize establishing long-term partnerships with women and minority-owned businesses and organizations including providing them with paid interns at no cost to them.

BBBSKC remained committed to working with women and minority-owned businesses in 2021. One of the most meaningful ways we have been able to do this is through our BBBS Access Internship program. Through this program BBBSKC intentionally seeks out women and minority-owned businesses to partner with during the summer. BBBSKC finds high school and college aged students enrolled in the BBBS program with a career interest in the field of our partners. These students then interview with our partners and are hired as summer interns. The interns wages are paid 100% by BBBSKC and supporters and not by the partner organization.

Our 2021 partners were:

- Rx Savings Solutions
- 2020 Fit
- Cherry Apparel
- Perspective Consulting
- Hello Big Idea
- SEED Law
- Fresh Factory KC
- Ruby Jean’s Juicery
- Stellar Image Studios
- Parrish and Sons Construction

In addition to our Access Internship program, BBBSKC remains committed to using women-owned and minority-owned vendors. We also hosted Leader’s Lunch events in April and October of 2021 where we featured a minority-owned business leader and shared their story of leadership at a BIPOC business.
In 2021, BBBSKC recommitted to ensure our supporters align with our values and agree and support our DEI statement and action steps.

This work included:
- Requiring each donor acknowledge our DEI statement before making a donation on our website
- Issued a new partners statement about our values and requiring partners to sign off that they align with the same values
- Intentionally seeking out diverse partners and corporations
- Sending our DEI statement and commitments to our full database
- Promoting cultural holidays and events on our BBBSKC social platforms
- Educating our Boards on our policies and confirming values align
- Diversified our fundraising committees, fundraisers and event attendees
- Ensuring future board members, honorees and committee members sign off on our values and DEI statement before moving forward with Board application

The other commitments BBBSKC prioritized in 2021 include:
- Carrying out our mission of matching Bigs and Littles in long term, life-changing friendships.
- Continue to bridge gaps and bring people of different backgrounds together.
- Welcoming and intentionally recruiting volunteers and children of all races, gender identities and sexual orientations into our program.
- Commitment of the BBBSKC Executive Team, Leadership Team, and entire staff to be intentional about infusing and prioritizing DEI in every project and interaction that our teams carry out.
- Regularly seek out new perspectives on our DEI efforts through surveys, listening sessions, small groups, etc.
- Intentionally and strategically recruit and promote diverse staff and Board members.
- Steward and enhance our staff mentorship program among staff to cultivate talent and create a safe space for all employees to be heard and developed.
- Develop and execute ongoing DEI education curriculum for staff and leadership.
- Continue to provide a staff hotline to express concerns safely and confidentially.
- Promote our system to provide ongoing anonymous feedback and questions to our CEO.
- Commit to exceptional representation and inclusion in marketing materials through feedback sessions, inclusive design, and ongoing evaluation.
- Engage in professional, local, and national DEI programs to learn and evolve as an agency.
- Engage in professional, local, and national DEI programs to learn and evolve as an agency.
- Host learning moments including having a shared language as a means to grow the culture in knowledge and inclusion.
Board Member Demographics

- **Race**: 62% White/Caucasian, 17% Black/African American, 12% Hispanic, 4% Asian, 4% Multi-Racial/Multi-Ethnic
  - **Gender**: 52% Female, 47% Male, 1% Transgender, 0% Non-Binary
  - **Age**: 31% 21-30, 39% 31-40, 22% 41-50, 8% 51-60

Staff Demographics

- **Race**: 68% White/Caucasian, 7% Black/African American, 18% Hispanic, 2% Asian, 5% Multi-Racial/Multi-Ethnic
  - **Gender**: 80% Female, 20% Male, 0% Non-Binary
  - **Age**: 52% 21-30, 29% 31-40, 11% 41-50, 7% 51-60

Little Demographics

- **Race**: 75% White/Caucasian, 13% Black/African American, 4% Hispanic, 1% Asian, 7% Multi-Racial/Multi-Ethnic
  - **Gender**: 50% Female, 49% Male, 1% Non-Binary
  - **Age**: 50% 21-30, 49% 31-40, 1% 41-50, 0% 51-60

Big Demographics

- **Race**: 75% White/Caucasian, 13% Black/African American, 4% Hispanic, 1% Asian, 7% Multi-Racial/Multi-Ethnic
  - **Gender**: 50% Female, 49% Male, 1% Non-Binary
  - **Age**: 50% 21-30, 49% 31-40, 1% 41-50, 0% 51-60

Demographics reflect 2021 Staff, Bigs and Littles. The Board Demographics reflect 2021 Board of Directors, Big Impact Group Junior Board, Thrift Operations Board and the DEI Advisory Board, there was a 95% completion rate from Boards.