

**Mercer County Bar Association
Young Lawyer Committee**

2010 Charitable Organization Sponsorship Application

Charity Name: Big Brothers Big Sisters of Mercer County, Inc.

Director: Susan M. Dunning

Contact Person: Jacqueline Brendel, Director of Development

Mailing Address: 535 East Franklin Street; Trenton, NJ 08610

Website: www.bbbsmercer.org

Phone Number: 609.656.1000

Email: jbrendel@bbbsmercer.org

(Attach a letter for non-profit status –Application cannot be considered otherwise)

Source(s) of Funding (State/Federal/Other – Explain):

In 2009, approximately \$145,000 was received through several special events including our “Autumn Culinaire” wine and food tasting event, 27th annual Bowl for Kids’ Sake, our Bodley Gold Outing and our annual car raffle. We received \$18,000 in government funding from the state, via our state association, and the federal government through the Caregivers Choice program that funds mentoring of children of prisoners. We are in a special collaborative program with three other non-profits mentoring students at Trenton High School. This program receives \$36,000 from the United Way. The bulk of our funding, \$323,000, came from corporations, private foundations, and individual via grant applications, direct solicitation or our annual appeal.

Annual Budget \$ 562,100

Portion of Budget Spent on Services: 75%

Nature of Advertising & Public Outreach, if any: The nature of our one-to-one mentoring program requires us to have one volunteer for every child we serve. Therefore we are always actively recruiting volunteers as well as donors to support our programs. In 2008 and 2009, a Board member provided us with a full page ad regularly in Mercer Business Magazine to gain public recognition. We have also run PSAs on the radio, had several feature articles and op-ed pieces printed in local publications, and taken ads in recognition of our supporters in these publications. We recruit in companies, churches, fraternal organizations, colleges and universities, and service organizations throughout Mercer County for volunteers. We maintain a website and a Facebook site and publish a semi-annual newsletter. As a local affiliate of a national organization we benefit from their promotional efforts, including ads currently running on Comcast television.

Explain Presence within Mercer County, if any: We have been serving children ages 6-18 throughout Mercer County for over 36 years. In addition to our active community-based program where mentors (Bigs) meet outside of home or school with their mentees (Littles), we are active in over 40 schools in the county where we run our programs every week and match students identified as needed our services with college students and professionals in the

community. Several of our school-based mentors are employed by the State of NJ and are offered volunteer time once a week so that they can meet with their "Littles" at school. In addition, we have students from College of NJ, Princeton University, Rider University, and Mercer County Community College involved as volunteers in our programs. In 2009, we provided our services to 585 children and their families in Mercer County.

Type of Service Provided: As the local affiliate of Big Brothers Big Sisters of America, we have served youth at-risk in Mercer County for 36 years. We rely almost exclusively on the generosity of foundations, corporations, and individuals to fund our programs.

BBBS-Mercer makes and maintains quality mentoring matches between adult volunteers who have been rigorously screened and at-risk children aged 6-18. Our mentors (*Bigs*) and their mentees (*Littles*) meet regularly and are supported by professional case managers who service and evaluate the match on an ongoing basis working with child, parent or guardian and volunteer to ensure long, strong, and effective mentoring relationships.

BBBS-Mercer operates through two basic types of programs: traditional community-based, and school-based. Our community-based program involves volunteers who provide opportunities for *Littles* to enjoy the companionship of a caring adult outside of the home and school in various cultural, educational and recreational types of activities. Our school-based program involves volunteers who provide *Littles* with one-on-one time and attention in their school settings, typically for at least one hour per week during the academic year.

Purpose of Services Provided (please attach Mission Statement): The mission of BBBS-Mercer is to help children reach their potential through long-term professionally supported one-to-one relationships with measurable impact.

Are service provided to Mercer County Residents? If yes, which: Children ages 6 to 18 living in Mercer County.

By what criteria do you choose the residents? Our programs are open to any child whose personal situation is such that he or she can benefit by a mentoring relationships with a caring, competent adult. Most of the children in our programs are referred by school personal, other non-profit agencies, county agencies such as DYFS or the court system, by parents or guardians (often grandparents) who believe the child would benefit from our services.

Additional information for the committee's consideration (use additional sheet if necessary):

Just five years ago, BBBS Mercer served 110 children. In 2008, we served over 530 and in 2009, we served 585. The growth in our program size and quality is attributed to a commitment on the part of our current Executive Director and Board of Trustees to meet the ever increasing needs of the children of the county. Our successful growth was only possible because of the support we have received from our community in the form of donations and volunteers. Our growth has been closely accompanied by improvements in service to our clients, their families and our volunteers. Our success over the last few years has led to recognition by our national office. We are recipients of Big Brothers Big Sisters of America's Gold Standard Award for program growth and quality three consecutive years (only one other agency out of 400 has been

so recognized). Additionally, in 2009, our Board of Trustees was named "Board of the Year" for mid-sized agencies.

We measure and evaluate our results nationally and here locally within our agency. A national study of Little Brothers and Sisters conducted by Public/Private Ventures found that, as compared to their peers, Little Brothers and Sisters who met with their *Bigs* regularly for a year are three times less likely to drop out of school.¹ They are also 46% less likely to begin using illegal drugs and 52% less likely to skip a day of school; 64% have a more positive attitude toward school and 58% achieve higher grades. In 2007 a national study of our School-based Mentoring programs showed that, relative to their non-mentored peers, *Littles* showed improvements in overall academic performance, quality of class work, attendance, and reduction of serious school infractions.²

Big Brothers Big Sisters has proven positive impact that goes beyond the next month, year or even several years. Recent national research by Harris Interactive shows that adults who were mentored in our programs as children were more likely to make over \$75,000, have graduated from a four year college, be in a stable relationship, volunteer in their community, and be satisfied with their quality of life as compared with childhood peers.³

MCBA member (if any) affiliated with your organization: Shawn Neufeld, of Mason Griffin Pierson, and Christopher Florio, of Stark and Stark, are BBBS Mercer Board members and MCBA members. Jeff Hall of Fox Rothschild is a member of the MCBA and he kindly made us aware of this opportunity. Jeff and his firm are financial supporters of BBBS Mercer and they are "Bigs for the Day" to children on our waiting list, providing them with a day at the Trenton Thunders Stadium every year. Additionally, among our hundreds of volunteers are several attorneys who practice in Mercer County and also may be members of the MCBA.

**** Presence in Mercer County, services provided to county residents and amount of annual budget will receive greater consideration in selection****

Please return completed form to:

**Mercer County Bar Association – YLC
1245 Whitehorse-Mercerville Road, Suite 420
Hamilton, New Jersey 08619**

Refer questions to:

Marissa Quigley at (609) 452-0808 or quigleym@pepperlaw.com

or

Bob Casey at (609) 896-2000 or rccaseyesq@msn.com

¹ Tierney, J.P., Grossman, J.B., and Resch, N.L. (1995) *Making a Difference: An Impact Study of Big Brothers Big Sisters*. Philadelphia: Public/Private Ventures

² Herrera, C., Baldwin Grossman, J., Kauh J. P., Feldman, A. F., and McMaken, J. (2007), *Making a Difference in Schools: The Big Brothers Big Sisters School-Based Mentoring Impact Study*. Philadelphia: Public/Private Ventures

³ Harris Interactive (2009). *Big Brothers Big Sisters: Adult Little Research*. Rochester: Harris Interactive.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 13 2007

BIG BROTHERS BIG SISTERS OF MERCER
COUNTY INC
535 E FRANKLIN ST
TRENTON, NJ 08610-5313

Employer Identification Number:
06-1653897
DLN:
17053125712077
Contact Person:
THOMAS C KOESTER ID# 31116
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated JANUARY 27, 2003, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

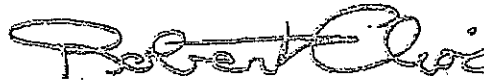
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)