

BIG NEWS



Big Brothers Big Sisters[®]

OF LONG ISLAND

WINTER 2019

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BIG BROTHERS BIG SISTERS OF AMERICA: BRAND TRANSFORMATION



On October 1, 2018 Big Brothers Big Sisters of Long Island (BBBSLI), along with more than 270 Big Brothers Big Sisters (BBBS) affiliates across the country, unveiled a complete brand transformation. Designed to reflect a modernized look and feel, the new branding aims to increase brand recognition and volunteer recruitment, especially among millennials and Generation Z.

Big Brothers Big Sisters of America's five-year strategic plan, released in 2017, identified the brand transformation as a key strategy to help the mentoring organization thrive into the future. After conducting extensive research, including focus groups with current and potential Bigs, Littles, donors, staff, and leadership, a new visual identity for the brand was created comprising of a new logo, color scheme and fonts. In addition to visual changes, the new branding incorporates messages of empowerment focusing on potential. The tagline "Defenders of Potential" embodies the inherent potential BBBS has always seen in all children. It also emphasizes how everyone, from parents and guardians to prospective volunteers, donors and supporters, can defend the potential of children in their communities by helping them achieve their brightest possible future through mentorship.

In addition to the brand transformation, BBBS will be making more changes with investments in training and a new national match management system launching later this year. To learn more about the new brand positioning, visit: bbbs.org/bigpotential

DEFENDERS OF POTENTIAL VOLUNTEER INFORMATION SESSIONS

DEFENDERS OF POTENTIAL INFORMATION SESSIONS

DATE: Thursday, January 24th 2019 | **TIME:** 7:00 - 8:30 p.m.
LOCATION: BBBSLI Westbury Office, 25 Carle Road, Westbury, NY 11590

DATE: Thursday, February 7th 2019 | **TIME:** 7:00 - 8:30 p.m.
LOCATION: BBBSLI Islandia Office, 145 Sycamore Avenue, Islandia, NY 11749

DATE: Thursday, March 14th 2019 | **TIME:** 7:00 - 8:30 p.m.
LOCATION: BBBSLI Westbury Office, 25 Carle Road, Westbury, NY 11590

Find out how you can become a DEFENDER OF POTENTIAL by attending one of our upcoming Volunteer Information Sessions.

Open to anyone interested in volunteering, these sessions offer the chance to learn more about the agency, discuss volunteer opportunities, meet members of the BBBSLI team and have your questions answered on how we can work together to DEFEND THE POTENTIAL of children on Long Island.

For more information or to RSVP, please contact BBBSLI Program Manager, Kelly McGowan at: kmcgowan@bbbsli.org or 516-731-7880 x205

To view the full schedule of upcoming Volunteer Information Sessions visit: bbbsli.org/upcoming-events/



Winter 2019

bbbsli.org



FAMILY FALL FESTIVAL 2018

On Saturday, October 13th, Big Brothers Big Sisters of Long Island (BBBSLI) hosted Family Fall Festival at Wantagh State Park. The event co-sponsored by GEICO and Good Samaritan Hospital Medical Center brought together Bigs, Littles and their families for a fun-filled day of food, music, games, art and other activities.

DJ Rob played music throughout the day as attendees had fun participating in a variety of activities including: arts & crafts, sports, face painting, corn hole, frisbee, designing t-shirts, jumping rope, flying kites and much more.

The Family Fall Festival also featured a “Healthy Kidz Zone”, presented by Good Samaritan Hospital Medical Center, where attendees learned about healthy eating and nutrition tips for eating a balanced diet, smart snacking and making better beverage choices.

The pavilion was filled with excitement as the raffles were announced, sending several winners home with brand new bikes. The Festival concluded with delicious desserts, a variety of giveaways, and tons of smiles.



7TH ANNUAL CRUISIN' FOR KIDS' SAKE MOTORCYCLE RIDE RAISES NEARLY \$30,000

On September 22nd, Big Brothers Big Sisters of Long Island (BBBSLI) held its 7th Annual Cruisin' for Kids' Sake Motorcycle Ride raising nearly \$30,000 for mentoring on Long Island. Riders and passengers arrived at the E. David Woycik, Jr. Building in Westbury for breakfast, where they each received a pair of sunglasses donated by Castle Merchandising Inc., before heading to the North Fork for a scenic ride to Southold, NY. After the ride, all the riders and their passengers gathered to enjoy lunch at O'Mallys Restaurant and took in some beautiful weather on the first day of Fall!



THE BIG BENEFIT GALA 2018

On October 4th, 2018 Big Brothers Big Sisters of Long Island (BBBSLI) held their Big Benefit Gala at The Crest Hollow Country Club in Woodbury, NY. This year's event honored Michael Oliveri of Nature's Bounty and Dr. Yacov Shamash of Stony Brook University for their service and support to BBBSLI, which has been providing mentoring services to children across Long Island for 41 years.

"I would like to congratulate our Honorees, Michael Oliveri and Dr. Yacov Shamash," said Big Brothers Big Sisters of Long Island CEO, Mark Cox. "We want to extend our sincere gratitude to our honorees and sponsors for their continued support of this event which raises the funds needed for us to provide mentoring services to more children across Long Island".

As BBBSLI's marquee fundraiser, The Big Benefit Gala raises funds in support of mentoring on Long Island and the agency's mission to provide children facing adversity with strong and enduring, professionally-supported, 1-to-1 relationships that change their lives for the better, forever.

In addition to raising funds to help BBBSLI support more children across Long Island with its mentoring programs, The Big Benefit Gala is an opportunity for the agency to raise awareness about its dire need for more volunteer mentors. Nearly 500 children, in need of mentorship, are on the agency's waiting list hoping for a Big Brother or Big Sister to call their own. For more information about becoming a mentor or to apply, please visit: bbbsli.org/become-a-big/



BUILDING REDEDICATION & GRAND OPENING

On September 20th, Big Brothers Big Sisters of Long Island (BBBSLI) held a reception to celebrate the rededication and grand opening of the E. David Woycik, Jr. Building located in Westbury, NY. The reception also marked the launch of BBBSLI's Legacy Brick Campaign, which will support the agency in delivering ongoing activities and programs for the matches.



“Since joining our Board of Directors in 1995, David Woycik has been an invaluable supporter of the agency. His years of loyalty as a major gift donor have contributed significantly to our growth and ability to serve more children across Long Island,” said Big Brothers Big Sisters of Long Island CEO, Mark Cox.

In conjunction with the building rededication, BBBSLI announced their Legacy Brick Campaign, which invites people to become a permanent part of the mentoring agency's history by purchasing a personalized, engraved brick to be laid at the building's entryway. If a minimum of \$25,000 is raised through the Legacy Brick Campaign, David Woycik, Jr. has pledged a generous triple match contribution of \$75,000 to the agency's Activity Fund.



David Woycik, Jr. shared, “I've been involved with Big Brothers Big Sisters since high school, for almost 45 years. I believe mentorship gives kids a chance to succeed so their dreams can come true. Big Brothers Big Sisters of Long Island is teaching success one child at a time”.

LEGACY BRICK CAMPAIGN

Leave a Legacy and Lifetime Gift

You are invited to become a permanent part of BBBSLI history by purchasing your own personalized, engraved brick. Each brick will be laid at the entryway of our E. David Woycik, Jr. Building, located in Westbury, NY. You can honor a friend, family member, Big/Little match, or loved one by imprinting your brick, or show support from your business with this opportunity to etch your name into the history of our agency.

To leave a legacy and lifetime gift visit:
bbbsli.org/legacy-brick-campaign/

Deadline for Spring 2019 Installation is March 26th.

For more information about the Legacy Brick Campaign please contact, BBBSLI Director of Development, Meredith McCaslin at: (516) 731- 7880 ext. 232 or email: mmccaslin@bbbsli.org



LEGACY BRICK OPTIONS



*4" x 8" Engraved Brick:
Cost \$250*



*8" x 8" Engraved Stone:
Cost \$500*



*12" x 12" Engraved Bluestone &
Name Listed on Plaque in Lobby:
Cost \$1,000*



HOLIDAY FOR KIDS' SAKE

Thanks to the generosity of over 300 companies and individuals, BBBSLI's 2018 Holiday for Kids' Sake program created magic for 500 children across Long Island! Generous sponsors purchased specific items from each child's wish list along with many other gifts based on their age and interests.

In addition to gifts, families also received a box of food and Stop & Shop gift card. Special thanks to Dantona Industries, Inc. for sponsoring food for all the families.

Throughout the month of December, we were fortunate to have 100 volunteers who helped sort, pack and wrap gifts. On December 16th, 55 volunteers, along with family and friends, gathered at The E. David Woycik Jr. Building in Westbury for delivery day. After a light breakfast, cars were loaded up with large bags of presents and food that were then delivered to families in need across Long Island.

Thank you to everyone who made Holiday for Kids' Sake 2018 a success!



"Thank you for the two large bags filled with gifts I know my kids will love! It really does make a difference for this single mom managing through the holidays. I am so grateful!"

- Mom of BBBSLI Little



PLAYERS GO "ALL-IN" AT POKER TOURNAMENT RAISING OVER \$15,000 FOR MENTORING

On Tuesday, November 13th, Big Brothers Big Sisters of Long Island (BBBSLI) presented its annual "All-In" Poker Tournament as part of its Poker & Networking event series. Held at The Main Event Restaurant & Sports Bar in Farmingdale, more than 100 players participated in the tournament which raised over \$15,000 in support of mentoring on Long Island.

Mike Cooper, from Merrick, revealed the championship hand at the coveted final table. Alex Smith, from Dix Hills and Thomas Monteleone, from Melville, finished in 2nd and 3rd place, respectively.



UPCOMING EVENTS

CEO

Mark Cox

Chief Financial Officer

Helen Liriano

Director of Development

Meredith McCaslin

Director of Services

Nancy Farrell Travers

Director of Human Resources

Carmelina Vassallo

Senior Manager of Marketing & PR

Amy Sledz-Sarin

Senior Quality Assurance Manager

Josephine Todisco

External Program Relations Manager

Chuck Lott

Program Managers

Kelly McGowan

Jacqueline Volpicella

Special Events Manager

Chrissy Mahoney

Senior Enrollment Specialist

Gabriella Ramirez

Case Managers

Alexa Altolaguirre

Lauren Deptula

Amanda Jackman

Jessica Kruger

Laura Zaugg

Enrollment Specialists

Maureen Araneo

Alyssa Bloom

Jasmine Collazo

Recruitment Specialist

Michael Oliveri

Program Assistant

Cynthia Salvatico

Newsletter Editor

Amy Sledz-Sarin



VOLUNTEER OPPORTUNITIES

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Big Brothers Big Sisters
OF LONG ISLAND

COMEDY NIGHT

Presented by **VICOM ProServ**

Wednesday, February 27th

Governor's Comedy Club
90 Division Ave, Levittown, NY

Wednesday, February 27th

Presented by VICOM Pro Serv
Governor's Comedy Club,
Levittown, NY



Big Brothers Big Sisters
OF LONG ISLAND

POKER NIGHT

Presented by **redhat**

Tuesday, March 19th

The Main Event - 1815 Broad Hollow Road, Farmingdale, NY
Registration 6 p.m. | Cards Deal 7 p.m.

Tuesday, March 19th

Presented by Red Hat
The Main Event,
Farmingdale, NY



Big Brothers Big Sisters
OF LONG ISLAND

**CATWALK FOR KIDS
FASHION SHOW**

Thursday, May 2nd
Lord & Taylor - Garden City, NY

Thursday, May 2nd

Lord & Taylor,
Garden City, NY