A MESSAGE FROM EXECUTIVE DIRECTOR WILLIAM SALCEDO

Dear Friends,

Our agency made great strides in 2021 thanks to the support of our volunteers, donors, Mission Partners, and community stakeholders.

Our presence in 10 counties grew as we continued to put the BBBS mentoring model front and center. Our efforts, bolstered by your support, have established BBBSCNNJ as a resource for delinquency prevention, trauma-informed care, and combatting the effects of Adverse Childhood Experiences (ACEs).

A major initiative for 2021 was to formalize a Diversity, Equity, and Inclusion (DEI) Steering Committee which placed explicit focus on education, recruitment, and programmatic efforts at all levels of the agency. I am proud to say that in its foundational year, significant progress has been made including diversifying our Governance and Regional Boards, implementing intentional marketing strategies, and a DEI training series. As a youth serving organization it is our responsibility to be a leader in this work and we look forward to building on this in 2022 and beyond.

Additionally, BBBSCNNJ will serve 1,300 youth by the end of the year. This will include 150 new Community Based matches and 35 active School Based, Workplace, College, Bigs in Blue, Diversion, and Education/Empowerment programs. The C.A.R.E.S. Program continues to expand including the addition of our Tutoring, College/SAT Prep, and Girls on F.I.R.E. Empowerment programs. These have a positive impact in our communities and with your support will continue to grow in 2022.

On behalf of the entire BBBSCNNJ family, I’d like to extend my wishes for a safe and joyful holiday season. Thank you for supporting and igniting the power and promise of our Littles.

Peace & Blessings,

William Salcedo
Executive Director

MATCH HIGHLIGHT: 5 YEARS & COUNTING!

Big Sister Megan and Little Sister Mo’Riyah reached their 5-year match anniversary on December 12th! Their very first outing was the 2016 BBBS Holiday Party. Through the years, Mo’Riyah and Megan have shared a love for trips to Barnes & Noble picking out new books and snacking on munchkins! While the pandemic limited their in-person time together, they picked up right where they left off once they were reunited.
TOGETHER, WE ARE DEFENDERS OF POTENTIAL

DECKING THE HALLS WITH BBBSCNNJ

We held two holiday parties this month for our Littles and children on the waiting list. The first took place at our Asbury Park office and the second was hosted by the Italian American Police Society (IAPS) in Morristown. IAPS has been hosting this event for about 20 years! It was so nice to see matches, waiting Littles and their families celebrating in person this year.

Both events included games and refreshments, plus special holiday treats. In Asbury Park our local Starbucks partners served hot chocolate and cookies. Community partners Express, Allure Plastic Surgery, Jersey Property Group of EXP Realty, and AT&T all donated gift cards to brighten this holiday season for our community. Thank you all so much for your generosity during this season of giving!

SUBARU SHARE THE LOVE LUNCHEON

Love is all around at Freehold Subaru! BBBSCNNJ has been selected by Freehold Subaru as their hometown charity for the Annual “Share the Love” Event and to kick it off they hosted Bigs & Littles for a luncheon. Everyone had a great time picking out their favorite vehicles and enjoying lunch together.

This is the eighth year that BBBSCNNJ has been selected as beneficiary. When you purchase or lease a new vehicle at Freehold Subaru now through January 3, 2022 you will make a big impact on a child’s life. For each car that is purchased or leased, Subaru of America will donate $250 to BBBSCNNJ or one of four other national organizations selected by the purchaser, and Freehold Subaru will donate an additional $50 to BBBSCNNJ. All funds raised through this event help to support and expand BBBSCNNJ’s one-to-one youth mentoring programs.

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HAPPY ANNIVERSARY TO OUR DECEMBER MATCHES

- Big Sister Caroline & Little Sister Nadia 10 Years
- Big Brother Isaac & Little Brother Karon 8 Years
- Big Brother Jim & Little Brother Justin 7 Years
- Big Brother Michael & Little Brother Mikey 6 Years
- Big Sister Beth & Little Brother Jesse 5 Years
- Big Sister Megan & Little Sister Mo’Riyah 5 Years
- Big Brother Puya & Little Brother Isaiah 5 Years
- Big Brother Jim & Little Brother Jovanni 3 Years
- Big Sister Megan & Little Sister Ivy 3 Years
- Big Brother Kevin & Little Brother Desmond 3 Years
- Big Couple Stephen & Linda, & Little Brother Michye 2 Years
- Big Brother Richard & Little Brother James 2 Years
- Big Sister Cassidy & Little Sister Fatima 1 Year
- Big Brother Stephen & Little Sister Skarleth 1 Year
- Big Sister Reagan & Little Sister Angie 1 Year
- Big Brother Michael & Little Brother Shaun 1 Year
- Big Brother Paul & Little Brother Daniel 1 Year
- Big Brother Andrew & Little Brother Justin 1 Year
- Big Brother Clifford & Little Brother Ryan 1 Year
- Big Sister Deepa & Little Sister Keyisha 1 Year
- Big Sister Nicole & Little Sister Hailey 1 Year

Together, we are Defenders of Potential

We caught up with a former Little Brother, Nadale, who shared the impact our mentoring program has had in his life and why he thinks mentoring matters. Watch Nadale’s video at the link below and consider donating before the end of the year to help us reach our goal and to create more mentoring friendships like Nadale and Joe’s.

Learn more and donate here: mentornj.org/mentoringmatters

Thank you NY Jets!

The New York Jets hosted a group of BBBSCNNJ Bigs and Littles at a game recently as part of the NFL’s Inspire Change program. Bigs David & Kim Ganz were able to attend the game with their Little Brother Joey, and they all had a fantastic day, “We cannot emphasize enough how wonderful it is that the Big Brother/Big Sister Program exists. What makes it even more great and special is that the program has the support of a fantastic and generous organization such as the New York Jets. We are so appreciative of that support, thank you so much!”

Youth Spotlight: Friends From the Start!

Little Sister Zoe met her Big Sister Alecia six months ago and already a sweet bond of friendship has grown by sharing in outings to pumpkin patches, aquariums, and Barnes & Noble. Since being matched with Alecia, Zoe has grown more confident, made friends at her new school, and recently achieved high honor roll. Zoe’s mom, Crystal, recently said, “I really think Zoe’s success has a lot to do with her time out with her Big Sister Alecia.” Even Alecia and their BBBS Case Manager have seen a shift in Zoe’s confidence and interpersonal skills. Everyone is excited to see Zoe continue to grow. If their first six months of outings have made this much of a difference, imagine six more!!

The Big Wait

Kaden is an 8th grader who is doing well academically and socially. He’s made a lot of new friends and enjoys being outdoors riding his bike with them. Kaden is also interested in football and video games. He’s hoping to be matched soon with a Big Brother who shares an interest in playing football and playing games.

Become A Big at mentornj.org/beabig

Our Mission Partners

Want to become a Mission Partner? To learn more, contact us at 732.544.2224

Together, We Are Defenders of Potential

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