



**Big Brothers  
Big Sisters®**  
OF COASTAL & NORTHERN  
NEW JERSEY

# THE *Big* PICTURE

## OUR MISSION

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

## OUR VISION

All youth achieve their full potential.



**COASTAL OFFICE** 305 Bond Street, 2<sup>nd</sup> Floor • Asbury Park, NJ 07712  
**NORTHERN OFFICE** 21 Western Avenue, 1<sup>st</sup> Floor • Morristown, NJ 07960



## A LETTER FROM BBBSCNNJ EXECUTIVE DIRECTOR & BOARD PRESIDENT

Dear Friends,

Thank you! Big Brothers Big Sisters of Coastal & Northern New Jersey (BBBSCNNJ) is grateful for the commitment of our volunteers, donors, board members, Mission Partners, and community stakeholders as we continue to make great progress in supporting local children and teens through one-to-one mentoring.

**Currently, we serve over 1,500 youth including Big-Little matches in our Community Based program and 33 active School Based, Workplace, College, Bigs in Blue, and Youth Empowerment group programs.** Our **CARES Program** continues to expand through community outreach, supporting the youth and families enrolled in our programs with additional resources, enriching activities, and events.

We believe it is the responsibility of every person in our community to protect and nurture our youth and that mentoring holds the key to helping each one reach their full potential. The power that mentoring has to impact a child's life for the better is not only our belief, it has also been proven by experts. The Big Brothers Big Sisters model of mentorship has been named again and again in evidence-based studies. **Our history tells us that when we come together and do amazing things, we not only positively impact the lives of our youth, but we can also change the direction of our communities for the better.**

In this magazine, *The Big Picture*, you will read more about the true need for mentoring and the impact of our programs. Our hope is that these stories and updates inspire more people to become Bigs – we need more volunteers, because more youth need mentors.

On behalf of the entire BBBSCNNJ family, thank you for joining us in igniting the power and promise of our Littles. Please continue supporting our agency so we may reach more children in need of mentoring.

With gratitude,



**Barry Weshnak**  
President, Board of Trustees



**William Salcedo**  
Executive Director



**E**ach time we pair a child with a Big Brother or Big Sister, we start something incredible: a one-to-one relationship built on trust and friendship that can blossom into a future of unlimited potential. And thanks to the nationwide impact study of mentoring organizations, we have the facts to prove it.

Locally, our 2022 Outcomes Report was compiled from completed Youth Outcomes Surveys (YOS) given to our Littles and shows the positive impact of their friendship with their Big.



## RISK ATTITUDES

93%

were competent in avoiding risky behaviors like tobacco, drugs, and alcohol use

90%

were competent in avoiding peer violence

99%

reported that they had not been arrested for a crime, offense, or violation

93%

maintained or had improvement in their relationship with their parent(s)/guardian(s)

## SELF ESTEEM



# AGENCY IMPACT

# 2022 YOUTH OUTCOMES



SCHOOL

89%

believe that they will go onto and graduate from college

90%

maintained or improved their grades in school

97%

felt confident in their social acceptance

97%

improved or stayed the same in their school attendance

90%

believe they will graduate high school

## LETTER FROM ALUMNA BIG SISTER, LEAH

Dear Friends,

I've been a Big Sister for 21 years, and it all started over a plate of chicken and broccoli. My Little Sister Samantha and I met in August of 2002, and the first thing she wanted to do was eat at our local Chinese restaurant. Chicken and broccoli in our regular booth became "our thing." She was 7 years old at the time, and now 20 years later I still think of her every time I order that dish.

**When I reflect on our two decades of friendship, I can honestly say it's the little things that really solidified our bond.** The nights we split an order of



“I can't pick one favorite memory because they were all great. Leah has always been there for me and just knowing that I can still reach out to her and depend on her to be there for me... it just means so much.”

- Samantha, Little Sister

chicken and broccoli, trips to the grocery store, bowling, or movie nights – these are the moments that created a strong foundation for us. Of course, there were big moments too, like graduation ceremonies, milestone birthdays, camping trips, and so many BBBS events (Halloween parties were always a favorite!). But the ordinary things we did together helped to form our bond, and now we consider each other family.

I became a Big because it's always been my belief that relationships are everything. It's what we're all here for, and good, supportive relationships can make all the difference in a person's life.

I was excited to be able to extend that gift to Samantha all those years ago.

The gift of this friendship with Samantha is all thanks to BBBS. I was inspired to write this letter hoping it would encourage others to take that first step in becoming a Big. **If you've been thinking about it, now is the time. What are you waiting for? If you're waiting for a sign, this is it.** If you are a Big or you're a fellow alumnus like me, share your experience, help spread the word that it's a simple thing to do but it creates life-changing impact.

Thank you,

Leah DeCesare

Big Sister to Samantha





**GOLD** *Sponsor*

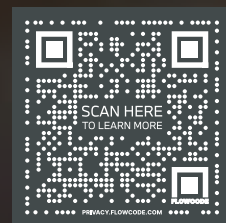
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Big Sisters®**

OF COASTAL & NORTHERN  
NEW JERSEY

# CONGRATULATIONS

to BMW of North America and  
Catherine Franzoni – Manasquan Bank

We are proud to be honored and support the positive  
impact mentorship is making on our youth and  
community for over 47 years!

Tom DeFelice III - Circle BMW

**Circle**

Eatontown, NJ



**BMW**

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CONGRATULATIONS TO  
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## LETTER FROM ALUMNA LITTLE SISTER, SAMANTHA

Dear Friends,

It is hard to pick out just a few highlights from my friendship with Leah because we've done so much together. We've celebrated holidays, birthdays, half birthdays, my first communion, the birth of my little sister, and moving. Outings over the years have included the circus, pumpkin patches, Halloween parties, Christmas tree farms (and decorating afterward!), school events, roller skating, painting ceramics, hiking, and so much more!

Even better than the celebrations and outings though, Leah has always been one of my biggest supporters. She is the true definition of a Big Sister. I could not have asked for someone better. She has always encouraged me to step out of my shell and experience new things, eat new foods, meet new people, and set new goals for myself.



“I'm forever grateful to Big Brothers Big Sisters for bringing Sam into my life!”

- Leah, Big Sister

We recently celebrated our 20-year match anniversary but honestly, it feels like she has always been a part of my life. She's more than a Big to me, she's family.



Something I want all Bigs to know is that you are making a bigger difference in the life of your Little than you know. Yes, there will be big, memorable moments but it's the little things and consistent support that make the biggest impact.

Thank you to my Big Sister Leah and Big Brothers Big Sisters for all that you have done for me and so many other Littles!

Samantha

Little Sister Alumna





Hackensack  
Meridian *Health*

[HackensackMeridianHealth.org](http://HackensackMeridianHealth.org)

# BEST WISHES

Hackensack Meridian *Health*  
is proud to support  
**Big Brothers Big Sisters of  
Coastal & Northern New Jersey**  
on the occasion of  
**The BIG Idea Gala.**



***Best wishes for a successful event!***

Monmouth Medical Center  
proudly supports

**Big Brothers Big Sisters  
of Coastal & Northern New Jersey**  
and congratulates

Big Idea Gala honorees

**BMW of North America, Tom DeFelice III  
and Cathy Franzoni**

**Monmouth  
Medical Center**

**RWJBarnabas  
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[rwjbh.org/monmouth](http://rwjbh.org/monmouth)





# BEST WISHES TO



From,

BARRY & CAROL WESHNAK AND  
THE MORRIS & CLARA WESHNAK  
FAMILY FOUNDATION



# DIVERSITY, EQUITY *and* INCLUSION

## DIVERSITY, EQUITY, AND INCLUSION AT BBBSCNNJ

In 2020 we formalized our Diversity, Equity, and Inclusion (DEI) work by creating a Steering Committee made up of staff, board members, volunteer Bigs, interns, parents, and even some former Littles that are now adults. The purpose of the committee is to keep DEI front and center in all the work we do at BBBS but specifically in three areas – training, recruitment, and programmatic initiatives.

We are proud to report that we have made intentional steps in the right direction including DEI training for our staff and volunteers, ongoing and intentional marketing campaigns, recruiting diverse individuals to join all levels of the organization, and creating a DEI Action Plan that continues to guide us. Our agency was also selected to serve as LGBTQ+ Peer Coaches by Big Brothers Big Sisters of America.

## STATEMENT ON DIVERSITY, EQUITY, AND INCLUSION

At Big Brothers Big Sisters of Coastal & Northern New Jersey, diversity, equity, and inclusion (DEI) are an integral part of our values and mission. We recognize, affirm, and celebrate the diverse backgrounds, lives, and experiences of all our stakeholders, including youth, families, donors, volunteers, and staff.

In the workplace, we foster an environment where all people can be their best selves. We affirm that every person regardless of ability, age, cultural background, ethnicity, faith, gender, gender identity, gender expression, ideology, income, national origin, race, or sexual orientation, marital or veteran status, has the opportunity to reach their full potential. We strive to realize the full potential that is within all of us by ensuring that all voices and perspectives are heard and honored.



## DIVERSITY, EQUITY, AND INCLUSION STEERING COMMITTEE MEMBERS

<b>Vernon S. Smith, Ph.D.</b> Monmouth University Professor, (Co-Chair)	<b>Shantell Cherry</b> Parent	<b>Hasnaa Mokhtar</b> Parent
<b>Barry Weshnak</b> Board President (Co-Chair)	<b>Stephanie Brown</b> Parent	<b>Sucharita Bhaumik</b> Big Sister
<b>Carolyn Cannon</b> Regional Board Member & Big Sister	<b>Sylvia Jacobs</b> Big Sister & Workplace Program Liaison	<b>William A. Salcedo</b> Executive Director
<b>Sakina Namazi</b> Big Sister	<b>Dymareah Debnam</b> Former Little Sister	<b>Shannon Oreficé</b> Program Director
	<b>Carritta Cook</b> Parent	



## YOUTH EMPOWERMENT *Program*

**T**he **Youth Empowerment Program (YEP)** is a diversion program we developed with the goal of providing guidance, positivity, and empowerment to youth with minor involvement in the juvenile justice system. Now in its fourth year, YEP connects youth with mentors in the community from all different backgrounds. Mentors engage youth in various discussions targeted at increasing self-esteem, future preparedness, perspective building, and development of life skills.

Sessions are facilitated by BBBS staff and typically begin with a larger group discussion and allow breakout rooms for one-to-one time for a youth to

connect and discuss an activity or topic with their mentor. The group of mentors remain consistent throughout each session and youth may be matched with the same mentor throughout all sessions or with different ones to gain more perspectives.

Youth complete an interview upon enrollment to help us learn about each individual and adjust content to what may be beneficial and engaging for them. The program has included debate workshops, financial literacy, college and workplace readiness, current events discussions on social issues, activities to strengthen coping mechanisms and healthy habits, as well as guest speakers.

**In the Youth Empowerment Program sessions, I learned that it's not hard to be a better person or change yourself, you just have to try. I learned that it's good to take opportunities from people – give them a chance to help you change as a person. I felt comfortable and like I could talk to my Big about anything, things that I felt deep down.**

**- YEP Little, Spring 2023**



# CARES Program

Our **Creating Access to Resources, Events, and Support (CARES) Program** was developed for all youth enrolled in our programs as a way to address needs and provide benefits that go beyond mentoring. Through this initiative, our staff help connect the families we serve to resources for needs such as home and food security, clothing, mental healthcare, tutoring, camp scholarships, school supplies, groceries, and gifts during the holidays.

The program is made possible through the generosity of community members and businesses that reach out to support our families both in times of need and all year round. Through community partnerships, our **CARES Program** also offers our Bigs, Littles, and children waiting to be matched with opportunities to enjoy experiences like fishing trips, tickets to sporting events, theater, and concerts, holiday parties, back to school events, kayaking, cooking workshops, yoga classes, and more.

## COOKING WITH BIGS & LITTLES

The **CARES Program** has offered a few different cooking classes for Bigs and Littles. Our friends at **Taste & Technique** and **Hackensack Meridian Health** in Monmouth County, and **La Promenade** in Bergen County, have all hosted private classes for our matches. At *Taste & Technique*, matches worked together to make two dinner entrees and cookies for dessert; with *Hackensack Meridian Health*, the menu included veggie wraps with homemade hummus and "apple donuts" using apples, yogurt, berries, and granola; and at *La Promenade*, matches made sugar cookies and decorated cupcakes!

## WALK FOR PEACE & POSITIVITY

In honor of **National Youth Violence Prevention Week**, we hosted a *Walk for Peace & Positivity* in downtown Morristown. Attendees included Littles and their families, Bigs, and even Morristown Mayor, Timothy Dougherty was there to celebrate and to present BBBSCNNJ with a proclamation declaring April 24 **Big Brothers Big Sisters Day for Peace & Positivity**. Our partners at Deloitte hosted us before and after the walk in their beautiful office space. The walk was well-received with a few high-fives and honks for peace!

## BACK-TO-SCHOOL SUPPLY DRIVE SETS LITTLES UP FOR SUCCESS

Prior to the start of the school year, more than 100 Littles and children waiting to be matched received backpacks and school supplies through our annual *Back-to-School Supply Drive*. Generous donors from **Aspire Technology Partners, AT&T, Berkshire Hathaway HomeServices Fox & Roach Realtors, Manasquan Bank, Starbucks, Target, TD Bank, TDK-LAMBDA, The Church of the Nativity**, and a few individual donors all made it possible for our youth to be well-equipped for a successful school year!







## HOLIDAYS WITH BIG BROTHERS BIG SISTERS!

In October, **the Key Club at Saint John Vianney High School** hosted another fun and festive Halloween Party for Bigs and Littles. Students decorated their cars with spooky themes for trunk-or-treating and set up a pumpkin decorating area for Littles. The event also included a scavenger hunt for candy and a freeze dance competition.

During the winter holidays, Bigs & Littles were invited to attend the annual holiday party hosted by the **Italian American Police Society (IAPS)** in Morristown. IAPS has been hosting this event for nearly 20 years! Every child that attends receives refreshments, special holiday treats, gifts, and a visit with Mr. & Mrs. Claus! Another holiday event was holiday cookie decorating with **Sweet Dani B**, a local cookie artist in Asbury Park. Bigs & Littles got to learn the basics of cookie decorating with a variety of festive cookies. The class covered a few professional techniques plus, Dani shared her story of entrepreneurial success and encouraged everyone to find their passion and make it their job!

## GIRLS ON F.I.R.E PROGRAM

Our **Girls on F.I.R.E. (Fierce, Influential, Resilient, Engaged)** empowerment program continues to inspire and ignite potential for the young women enrolled. The program focuses on empowering young women in many different areas including leadership skills, self-esteem, financial literacy, health, wellness and more. The program continues to meet regularly in a hybrid of virtual and in-person sessions.

## SUBARU SHARE THE LOVE EVENT

Thank you to **Freehold Subaru** for choosing BBBSCNNJ once again as the hometown charity during the national Subaru Share the Love Event! The 2022 event raised more than \$28,000 for our mentoring programs. Each year this partnership brings together Bigs & Littles for a kickoff luncheon followed by a celebration luncheon hosted by the *Freehold Subaru* team.

## TUTORING PROGRAM

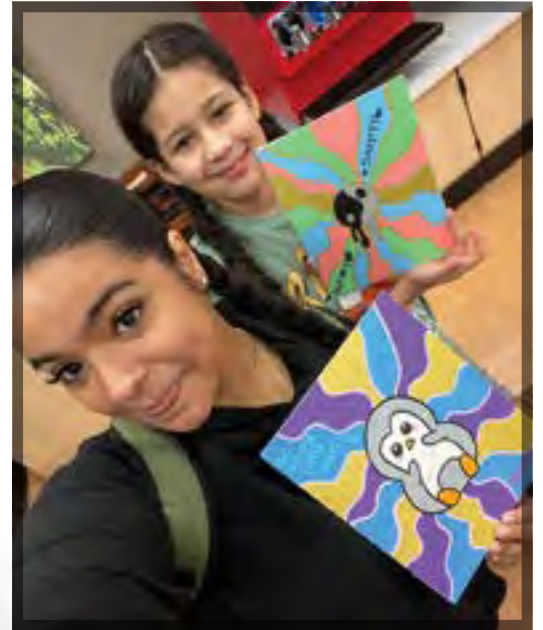
We provide a virtual program for Littles with tutors from **Ranney School, Biotechnology High School, Trinity Hall, Christian Brothers Academy, and HiTech High School**. The Littles and tutors meet weekly and work on problem solving, homework and preparing for upcoming exams or papers. This program allows for open enrollment throughout the school year in order to help as many Littles with their academics as possible.



# COMMUNITY BASED *Mentoring Program*

**O**ur traditional mentoring program connects youth ages 6-18 with committed volunteers that are 19 years of age or older. Volunteer mentors (Bigs), and youth (Littles), spend quality one-to-one time out in the community 4-6 hours a month. Together they engage in fun, low-cost, friendship-building activities. The goal of every mentoring relationship is for the Big to provide positive guidance and support to enhance the child's ability to become a confident, competent, and caring adult. A minimum commitment of one year is required for the program with the hope that the friendship will last a lifetime.

We currently provide mentoring for 1,500 children and teens in 10 counties throughout New Jersey. **The need for mentors continues to grow, because there are 100 children on our waiting list.**



## Considering becoming a Big?

Great! We host **BBBS infoSessions** regularly to provide an overview of what our program looks like and the requirements for being a Big.

Check out our website [www.mentornj.org](http://www.mentornj.org) or email [info@mentornj.org](mailto:info@mentornj.org) to register for an upcoming session.

**Already a Big?** Thank you! Your commitment to igniting potential in youth is appreciated and admired. **You can still help us take more kids off the waitlist by referring friends, family, or colleagues to become a Big.** Your story might be the inspiration they need!



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WITH  
YOU.



Big Brothers Big Sisters of Coastal & Northern New Jersey  
for creating mentorship opportunities that ignite a better  
tomorrow for our youth.



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# SCHOOL BASED *Mentoring Programs*

**O**ur **School Based Mentoring Programs** are developed through partnerships with school districts. The programs offer high school students the opportunity to be role models and friends to younger students. The mentoring sessions take place at the school where case managers closely supervise and provide activities for the matches to do together.

## High School students from...

Academy of Allied Health & Science  
& Communications High Schools .....

Warren Hills High School .....

Phillipsburg High School .....

Morristown High School .....

Spotswood High School .....

New Brunswick High School .....

Woodbridge High School .....

Colonia High School .....

Biotechnology High School .....

The Gale Wayman Mentoring Program  
at Donovan Catholic High School .....

Toms River High School North .....

Lacey Township High School .....

Wallkill Regional High School .....

New Brunswick P-TECH High School .....

Keansburg High School .....

Central Jersey College Prep Charter  
School High School .....

## Mentor students from...

Dr. Martin Luther King Jr. Upper  
Elementary School

Memorial Elementary School

Phillipsburg Elementary School (partnership  
with Joseph H. Firth Youth Center)

Alexander Hamilton Elementary School

Joyce Kilmer School

Livingston Elementary School

Woodbridge Middle School

Colonia Middle School

Long Branch Middle School

Bayville Elementary School

Walnut Street Elementary School

Mill Pond Elementary School

Franklin Borough & Hardyston Middle Schools

Blanquita B. Valenti Community School

Joseph R. Bodger Middle School

Central Jersey College Prep Charter  
School Elementary School





## SCHOOL BASED *Mentoring Programs*

**I**n recognition of their hard work and dedication to mentoring with BBBSCNNJ we honored two high school students in 2023, **Big Brother Joseph Sanfilippo** (Colonia High School) and **Big Sister Jane Cooper** (Communications High School).

**Joseph** began his journey with BBBSCNNJ in 2017 as a mentee in our School Based Mentoring Program with Colonia Middle School and Colonia High School. After graduating middle school, Joe applied to be a High School Big in the same program and has excelled in that role for the last four years. As a senior in high school Joe was eager to be a mentor one last time before graduating. He has been our most consistent mentor in the program over the last few years with perfect attendance.

**Big Sister Jane** was matched with her Little for the second year in a row in our MLK Upper Elementary School program in Asbury Park. At the first program session of the 2022-2023 school year, little brother Brayan's eyes lit up with excitement and joy as he realized he would be matched with Jane again. Their reunion exemplified the positivity and friendship that these mentoring relationships can foster. Jane has helped her little brother take steps towards being more comfortable speaking in front of a room of people and to find confidence in his own voice. They have shared many of their own personal experiences with one another, and they have made so many memories through this program together.



# WORKPLACE *Mentoring Programs*

**O**ur **Workplace Mentoring Programs** match corporate employees with students from a local school. The programs last one full school year and meet on a bi-weekly schedule at the corporate facility. BBBS case managers work with the sites to plan and oversee ongoing one-to-one mentoring sessions which also include guest speakers, tours, discussion groups, and projects.

## Employees at...

BMW of North America .....  
Deloitte .....  
Jersey Shore University Medical Center ....  
Monmouth Medical Center .....  
New Jersey Natural Gas (Asbury Park) ...  
New Jersey Natural Gas (Lakewood) .....  
Saint Peter's University Hospital .....

## Mentor students from...

Lincoln Elementary School  
Dover High School  
Asbury Park High School  
Long Branch High School  
MLK Jr. Middle School  
Lakewood Middle School  
New Brunswick High School

**W**e honored two **Workplace Bigs of the Year**, **Big Brother Richard (RJ) Hennessey (Deloitte)** and **Big Sister Danielle Hawthorne (BMW of North America)** for their dedication to the program and our mission to provide more youth with the positive impact of mentoring.

### Workplace Big Brother of the Year

#### **RICHARD (RJ) HENNESSEY | DELOITTE**

RJ stands out as not only a mentor but an advocate for BBBS. He serves as the co-liaison for Deloitte's workplace mentoring program, he's also supported BBBSNJ fundraising events, and encouraged fellow colleagues to become mentors themselves. RJ and Little Brother Joel's friendship began during the virtual Deloitte mentoring program. They met for the first time in person this year and their conversations ignited Joel's motivation to go to college. *Joel, a sophomore in high school, recently shared during a match support call, "RJ is amazing. He's nice, easy to talk to and helps me think about my future."*

### Workplace Big Sister of the Year

#### **DANIELLE HAWTHORNE | BMW OF NORTH AMERICA**

Danielle has been involved with the BBBS x BMW of North America program since 2019. She began as a Big and stepped up to take over as the liaison in 2020. Danielle stayed with the program during the years where we pivoted to virtual sessions, due to COVID, and remained a consistent mentor to each little she was matched with throughout the years. Currently, she is a reliable mentor to two mentees, Zoe and Penny. *When Penny was asked how great a Big Danielle is on a scale of 1-10 she said, "Infinity! She is nice. I love everything about her. She gives you advice and really cares about us."* Danielle has proven to be an advocate for the BBBS program as well as a very creative person when helping to facilitate activities and recruitment strategies for mentors.





# COLLEGE Mentoring Programs

**S**tudents from local colleges and universities volunteer to mentor local high school students from the surrounding school districts in our **College Mentoring Programs**. The mentees meet with their mentors on the college campus which helps to expose them to the college experience. During the mentoring sessions, they explore different majors, learn about the admissions process, and are provided tools and resources to pursue their dreams through higher education.

## OUR CURRENT COLLEGE PROGRAMS INCLUDE:

### Empowering Young Black Males Leadership Project

**Students at...** Monmouth University ..... **Mentor students from...** Neptune High School

### Project BAM (BBBS + Asbury Park HS + Monmouth University)

**Students at...** Monmouth University ..... **Mentor students from...** Asbury Park High School

### Ramapo Program

**Students at...** Ramapo College..... **Mentor students from...** Paterson Elementary School



## RAMAPO COLLEGE STUDENTS MENTOR STUDENTS FROM PATERSON PUBLIC SCHOOLS

Our **Ramapo College Based Mentoring Program** has been running for 9 years and matches student mentors from the college with local Paterson Elementary School students. Sessions take place twice a month and elementary school students are bussed to Ramapo College to explore the campus and experience the college atmosphere and opportunities often for the first time. Matches attend campus tours, explore different departments, and hear from various faculty - all while building a friendship with their mentor.





## BIGS IN BLUE Program

**B**igs in Blue (BIB) is a one-to-one mentoring program that connects youth with law enforcement, building strong, trusting, and lasting relationships. These friendships help children develop into confident adults and build stronger bonds between law enforcement and the families they serve.

### Officers at...

Bergen County Sheriff's Office ..... ► Roy Brown Middle School  
Morris County Sheriff's Office ..... ► Alexander Hamilton Elementary School

### Mentor students from...



# **Big Brothers Big Sisters** OF COASTAL & NORTHERN NEW JERSEY

Big Brothers Big Sisters is an organization working to clear the path to a child's biggest possible future. Partnering parents/guardians with our staff, we match each child with a mentor to foster a friendship built on trust, learning, and growth.

**Together, we are defenders of potential.**



# 2023 MISSION *Partners*

Our Mission Partners help fund more matches between youth and volunteer mentors willing to give their time to ignite potential.

The future is brighter for local youth because of their support.

## MISSION MAKERS



Hackensack  
Meridian *Health*

THE  
Morris & Clara Weshnak  
Family Foundation

**RWJBarnabas**  
HEALTH

## VISION MAKER



## MENTOR MAKERS



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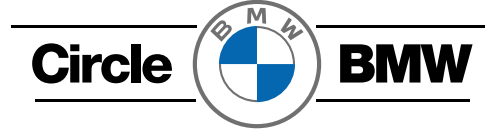
Each Mission Partner package includes specific benefits for a full calendar year.

FOR MORE INFORMATION CONTACT MARYBETH BULL AT [MBULL@MENTORNJ.ORG](mailto:MBULL@MENTORNJ.ORG) OR 732.444.3538.



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# Congratulations

Celebrating BBBSCNNJ 2023 honoree Cathy Franzoni

Thank you for the countless ways in which you serve our kids, community and the organization. This recognition is well deserved.

Thank you to Big Brothers Big Sisters of Coastal & Northern New Jersey for another successful year of changing the lives of the children you serve in 10 counties.

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## LETTER FROM BOARD MEMBER & MENTOR, GREG RICHARDSON

Dear Big Brothers Big Sisters Community,

I've worked with this organization for over 10 years in various capacities, but it all started by attending a **BBBS infoSession** and then becoming a Big Brother. Once I decided to become a Big the background checks, fingerprinting, training, and overall process was seamless as the staff is truly dedicated to making it a pleasurable experience.

When I was matched with my Little Brother, the support BBBS provided me, my Little, and his mother, was tremendous and greatly appreciated by all of us as we embarked on the new friendship together.

Since becoming a Big, I've taken part in various fund-raising activities, and I also volunteer with their **Youth Empowerment Program**. In addition to the bond with my Little and the impact I can see mentoring has in his life, one thing that's always impressed me with BBBS is the staff. Each person I've worked with over the years is passionate and helpful.



Today it's crucial for people to understand where their money is going and to feel good about how it's being used, and this is another area where BBBS excels. The **Monthly Visionary** program, for example, allows donors to give monthly and in return the team at BBBS will share monthly updates on where the money is going to always remind the donors of the purpose and impact.

**Please know that what seems simple on the outside truly takes a dedicated, passionate, kind, driven, and hardworking team to make the life-changing impact BBBS has on youth and the surrounding communities.**

The agency currently supports more than 1,500 youth and hopes to reach more than 1,600 by the end of 2023. **Thank you, Big Brothers Big Sisters, for changing my life through mentoring and the lives of so many local youths!**

Greg Richardson

BBBSCNNJ Board Trustee  
YEP Mentor

## AGENCY Snapshot

Our mentoring programs produce strong results, as evidenced by a national independent longitudinal study of the Big Brothers Big Sisters' model. Locally, we also perform ongoing evaluations of matches, examining three key outcome areas: educational success, avoidance/reduction of risky behaviors and socio-emotional competency.

Of the Littles who participate in our programs **93% were competent in avoiding risky behaviors like tobacco, drugs, and alcohol use; 90% maintained or improved their grades in school; and 91% felt confident in their social acceptance.** Children in the programs were also found to be less likely to resort to violence as a way of solving problems and had improved peer and family relationships.

Support from our community allows us to continue reaching more youth. In 2022 we served **1,400** and we're on track to serve more than **1,600** youth by the end of 2023.

**1,947**

**Engaged Youth**

[1,543 Littles + 404 HS Bigs]

**3,360**

**Board Hours**

**\$60,000**

**In-Kind Contributions**

[Legal counsel, interns]

**83,322**

**Mentor Hours**

[based on 1,543 youth served]

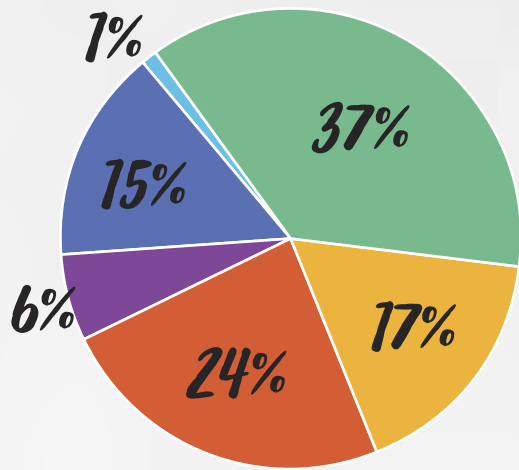
**\$2,698,800**

**In-Kind Value of Mentors**

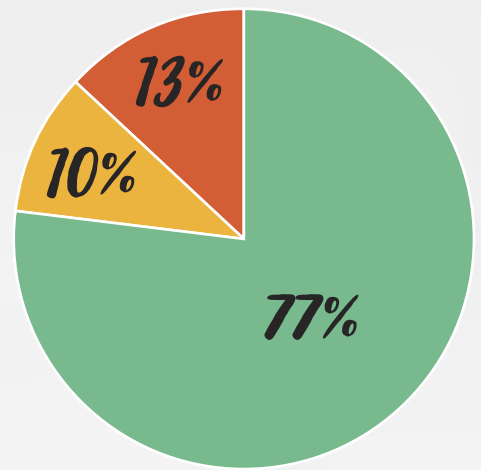
[NJ Independent Sector's  
volunteer hours rate is **\$32.39**]



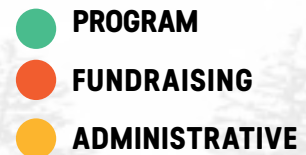




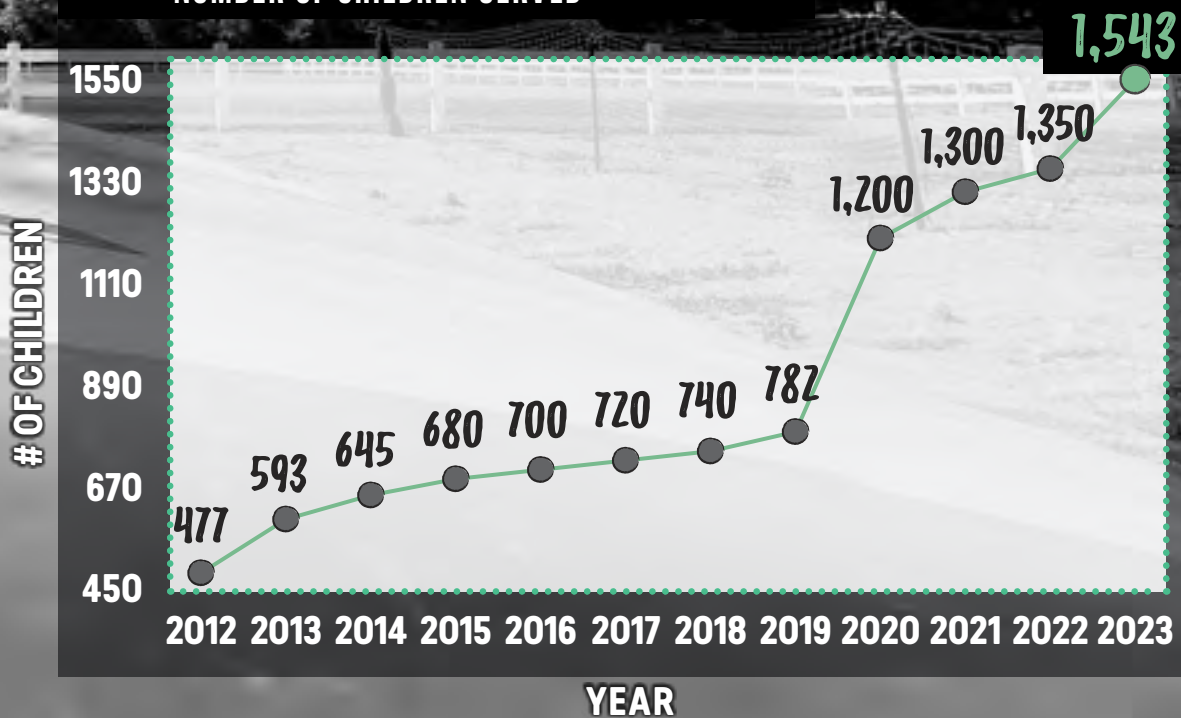
### REVENUE



### EXPENSES



### NUMBER OF CHILDREN SERVED





# **Congratulations Tom DeFelice III !**

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# IT TAKES A VILLAGE: WILLIAM SALCEDO & BIG BROTHERS BIG SISTERS OF COASTAL & NORTHERN NJ

BY JILLIAN MCCARTHY | JANUARY 3, 2023 | COVER STORY, MONMOUTH COUNTY

*Over the years, Big Brothers Big Sisters of Coastal & Northern New Jersey has grown to make a lasting impact in the lives of over 1,500 children in 10 New Jersey counties.*

FEATURED PHOTO: William Salcedo,  
Executive Director of Big Brothers Big Sisters of  
Coastal & Northern NJ | CREDIT: JS Photo Video



When William Salcedo took over as Executive Director of Big Brothers Big Sisters of Coastal & Northern New Jersey in 2008, the organization was only serving about 100 children in Monmouth County. The agency had a budget deficit, jeopardizing the much-needed mentoring programs it provides for local youth. William brought the organization to profitability within 12 months and, in 2011, expanded services to youth in Middlesex County as well. Now, nearly 15 years later, the Coastal & Northern New Jersey agency is one of the largest Big Brothers Big Sisters organizations in the country, currently serving more than 1,500 youth in 10 New Jersey counties.

William, a United States Navy veteran, has strengthened the agency by leading by example and instilling a commitment to the children and families served, as well as implementing a youth empowerment model for all leaders, team members, and volunteers. William has 14 years of experience and knowledge in preventing and reducing juvenile delinquency and violence, promoting positive youth development, strengthening families, and understanding the effects of adverse childhood experiences and the benefits of positive ones.

William and the organization work closely with Big Brothers Big Sisters of America to administer prevention and diversion programs for youth in New Jersey. Under his leadership, the organization has become a leader in the Big Brothers Big Sisters of America Federation. Whether it's a mentor and a child sharing a slice of pizza, shooting hoops, or taking a walk in the park, William believes in the power of fostering one-on-one interactions with youth to help positively shape their future.

**CM:** Talk about the impact BBBS has made through mentorship.

**WILLIAM:** It takes a village to raise a child. Growing up, we all had individuals that really shaped our views, our thoughts, and where we're at today. Mentoring offers children support to overcome obstacles

and reach their full potential. Through our evidence-based mentoring model, children can combat the effects of adverse childhood experiences. This increases the likelihood that they will achieve success in school, avoid risky and delinquent behaviors, and improve their self-confidence and socio-emotional health.

**CM:** In the context of January being National Mentoring Month, how crucial is the work being done at BBBS in serving our community?

**WILLIAM:** The youth we serve have been affected by a global pandemic, widespread financial insecurity, the racial justice movement in America, violence in places they hold most dear, and feelings of isolation and anxiety that have hit young people the hardest. Amid this wave of challenges and uncertainty, mentoring remains a powerful force for positive change. Heading into a new year, we're focused on being an organization that empowers every young person on a path to graduate high school with a plan for their future and a mentor whose impact will last a lifetime.

**CM:** Do you have any stories that have made an impact on you personally that you can share?

**WILLIAM:** Honestly, I have hundreds of stories that have made me so proud of our agency's efforts. For example, kids who came to us at eight years old facing many obstacles are now 18 years old and credit their Big with helping them realize their dream of going to college. One of our Littles has lived with his aunt for the last several years due to his biological parents struggling with substance abuse. He calls his aunt "Mom" and recently was officially adopted by her and now shares her last name. His Big Brother attended the final court hearing and was a part of his adoption celebration. They contacted their BBBS case manager to share the news and were overflowing with joy on the phone.

**CM:** What is something that you think people may not know but should about BBBS/Mentoring?

**WILLIAM:** Volunteering as a mentor for as little as four hours a month may change the course of a child's life. These intentional relationships allow a sense of belonging and inclusion that promote life-changing outcomes.

Our agency currently has 100 children waiting for a mentor of their own. And it takes very little to be a Big. With just 4-6 hours a month and a free or low-cost activity, Bigs introduce their Littles to new interests, help them to develop new skills, and create new experiences outside of the child's own family and neighborhood.

**CM:** Our audience encompasses the Monmouth County communities of Colts Neck, Holmdel, Lincroft, Rumson, Fair Haven, Little Silver, Red Bank, Locust, and Sea Bright. One might presume that many people think that BBBS is not needed/ relevant in these communities. What would you say to that?

**WILLIAM:** Our agency engaged 1,947 youth in 2022 and 559 of them reside in Monmouth County. Just because a child may not be living in poverty does not mean that they don't need a positive role model or have not had exposure to adverse childhood experiences. They may have experienced bullying, have parents who are divorced, lack self-confidence, or have behavioral diagnoses or special needs.

But honestly, these are just the surface problems. Every child that comes through our door lives with issues such as these and a host of personal challenges that they don't have the maturity or coping skills to overcome on their own.

**CM:** How can people get involved? What is the greatest need?

**WILLIAM:** Volunteer to be a Big! Go to [www.mentornj.org](http://www.mentornj.org). After filling out a quick questionnaire, a case manager will contact you within 24-48 hours and go over the intake process and qualifications. The process takes about two months because Bigs go through a thorough intake process that includes background checks, interviews, and training before they get paired with a child. But that's not the only way to get involved! Visit our website for other volunteer opportunities or ways to support.

Big Brothers Big Sisters of Coastal & Northern New Jersey serves youth ages 6 to 18 years old in Bergen, Passaic, Sussex, Warren, Morris, Hunterdon, Somerset, Middlesex, Monmouth and Ocean Counties.

If you are interested in becoming a volunteer and helping to shape a child's future, visit [mentornj.org/be-a-big](http://mentornj.org/be-a-big).

Community Magazine, "It Takes A Village: William Salcedo & Big Brothers Big Sisters of Coastal & Northern NJ" (2023, January 3). Retrieved from <https://communitymagazinenj.com/2023/01/03/it-takes-a-village-bbbscnj/>







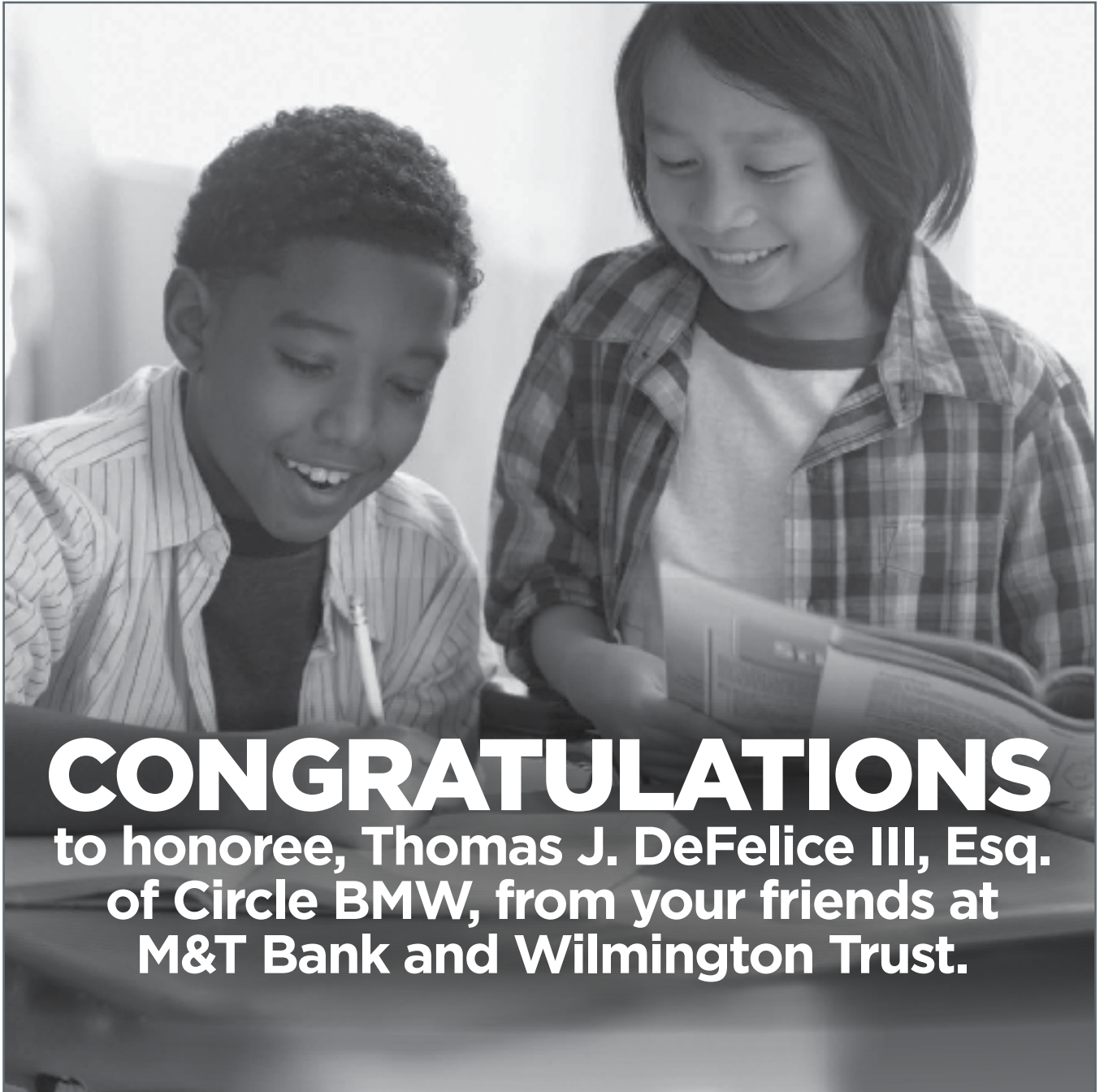
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*The Howard Family*



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— Steven Spielberg



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## A LETTER FROM BIG BROTHER OF THE YEAR: JIM JACKSON

Dear Friends,

I became a Big Brother on the recommendation of my wife after our kids were grown and out of the house. All my life I've enjoyed being around kids, so I did some background research on Big Brothers Big Sisters and right away knew I wanted to do it. The opportunity to spend quality time with a child in need of a stable male role model made this decision an easy one.



The day I was officially accepted as a Big Brother you would have thought I won the lottery! I was ecstatic to have this opportunity. Not long after, I was introduced to my Little Brother Anthony and our friendship began.



We've enjoyed a number of events and activities together through the years. Top on the list were bowling, going to the arcade, and shooting pool. We used to go to this one arcade in Princeton and Anthony would only want to play one of the most difficult games trying to win an Xbox 360 controller. The arcade had numerous other activities and games - laser tag, glow in the dark mini-golf, skee-ball - but he had his mind set on that one game and that game only. After months of trying, he won! I don't know who jumped higher that day, me or him, we were both so excited.

Being matched with Anthony for close to six years now, he is truly part of my family. Seeing him grow and develop over the years has been a priceless experience. I look forward to my time with him today even more than when we started. I truly hope that even after he's outgrown the BBBS program that he would still like to remain friends and spend time together.

**One of the biggest lessons Anthony has taught me was how much it means to have someone stable in your life who you can depend on and spend time with. I always thought he'd want to go to big amusement parks or other big adventures that would be costly. But it was just the opposite...he enjoyed our simple nights out even if it was spending time together having dinner at McDonald's!**

I passionately believe that Anthony will reach his full potential. He has been through so much in just the past six years that I've known him. All of us that have grown up in stable families don't know how lucky we have it. Now that Anthony has stability in his home life and with me, I know he will continue to mature and figure out his path after high school. He also knows that he has a forever friend in me.

Sincerely,

Big Brother Jim

**JIM & ANTHONY**  
**Big Brother & Little Brother**  
**of the Year**



## A LETTER FROM BIG SISTER OF THE YEAR: JENNIFER SCAMORZA

Dear Big Brothers Big Sisters Community,

In 2013 I heard an ad for Big Brothers Big Sisters on the radio. I'd been contemplating mentoring for a while but hadn't taken the next step yet. The radio ad moved me from contemplating to doing, I pulled into the nearest parking lot and called them on the spot. As I write this letter, my hope is to be your "radio ad" inspiration.



I was matched with my Little Sister, Nevaeh, and early on, our "Sister Saturdays" included making holiday cards and gifts for her classmates and teachers, visiting bookstores, or occasionally sharing a meal of chicken fingers and lemonade. As our bond grew stronger, we attended each other's family events, learned each other's hobbies – we even taught a children's yoga workshop for Bigs and Littles!

**"Jennifer was always there. She stepped up and stuck around for the past nine years and I'm so grateful for her."**

**- Nevaeh**

Our outings didn't consist of expensive activities and shopping trips. Nevaeh made it clear time after time that she didn't need shopping sprees, amusement parks, or concert tickets. What she truly wanted was someone she could count on. She wanted a consistent and steady friendship.



As with most relationships, there were occasional challenges and times where I longed for the days when lemonade made everything better. But during those hard times, I had the support of our case manager whose regular check-ins and guidance was so appreciated by myself and Nevaeh.

**"Nevaeh is proof that it's always the little things that enrich our lives in a big way."**

**- Jennifer**

After 10 years of friendship, Nevaeh and I truly feel bonded as sisters. Over the next few months, I will see Nevaeh graduate from high school, and she will stand by my side when I marry my fiancée.

One day, I will encourage Nevaeh to become a Big, hoping she'll pay it forward. Today, I'd like to encourage YOU. Let my letter be the nudge you need to go from contemplating it to doing it

Sincerely,

Jennifer Scamorza

**JENNIFER & NEVAEH**  
**Big Sister & Little Sister**  
**of the Year**





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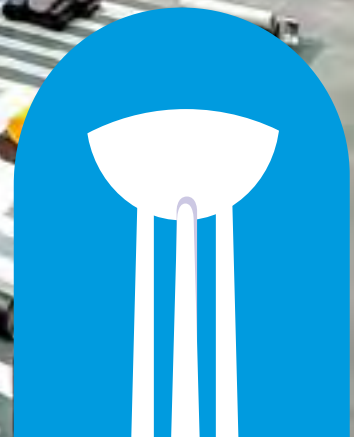
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# ***Congratulations Honorees***

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# WORLD



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My family and I are proud to be long-time supporters of BBBS, and value our roles as mentors as well. We look forward to continuing to contribute to your ongoing mission to positively impact the lives of the children in our community.

— MATTHEW MATEY

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*Buona Sera*

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My brother and I would like to thank this program for letting us match with two amazing people, Luke and Furth. Every time we went out with them we experienced so many new things and we cannot thank them enough. The past year with these two wonderful people has been one of the best years we have had and we are looking forward to more adventures. This is why we held this fundraiser to help another child experience the same opportunity as we did.

Sincerely,  
Yohannah and Caleb ♥



BBBSCNNJ received this note and photo from two Littles who raised \$700 for our mentoring programs by holding a lemonade and empanada stand with help from their mother & Bigs. **An excellent reminder that mentoring is more than just outings & adventures, for our Littles it is unlocking their potential and for our Bigs it is an opportunity to make every year feel like the best year of a child's life.**

## THE GREAT EIGHT!



**Little Sister Kimberly & Big Sister Sonia** recently celebrated eight years together! Kimberly was only eight years old when they were first matched, and now she's about to turn 17. Sonia has been a great influence in Kimberly's life and recently supported her in applying to a Criminal Justice vocational school. **When asked if Sonia has been a positive influence in her life she said, "Yes, she is very kind, smart, supportive and I feel lucky to be matched with her because she always encourages me to do my best."** Both Kimberly & Sonia are thankful for this friendship and look forward to making more memories together.



## BIG BROTHERS MAKES THE ORDINARY, EXTRAORDINARY

**Little Brother Logan & Big Brother Chris** have been matched since 2015! Chris has supported Logan through the start of his senior year of high school and learning to drive. They don't miss a beat with regular outings every other week. A year into the program, Logan's mom told her case manager that she "thanks her lucky stars for this program." We're thrilled to see

the natural friendship that has formed after consistent quality time together! Logan recently shared his thoughts on spending time with his Big Brother: **"I don't care what we're doing—I'm happy even just running errands with him."** Both Logan and Chris agree that this is a lifelong friendship.

## FAST FRIENDS

**Little Brother Jevon & Big Brother PJ** hit it off immediately during their first meeting. They were matched based on a lot of common interests like going out to eat, fishing, taking walks and long conversations about everything and anything. In just a short time they built a strong connection. Jevon shared **"I know that if I need any help, he will be**

**there for me. I feel like I have known him my whole life."** Jevon's mother is also very thankful for BBBS, she recently shared, **"Jevon admires him very much. I have noticed that after his outings with PJ he gets home with new ideas about school, very motivated and with a desire to do better in life."**





## SUPPORT ON & OFF THE FIELD

**Little Brother Shantae & Big Brother Anthony** have enjoyed many fun outings together, including many sporting events. After one such sporting event Anthony encouraged Shantae to get involved in a fall soccer league. This was Shantae's first experience with an organized youth sport, and he took right to it with excitement! Anthony attended one of his games and immediately noticed his enjoyment, determination, and great team spirit. **Anthony got so into the game, he was running up and down the sidelines cheering for Shantae and**



**the team!** Shantae & his grandmother are both excited for this first team sport experience and are grateful to have Anthony as a Big Brother to cheer him on!

## FRIENDS FOR LIFE

**Big Sister Charlayne & Little Sister Aly** have formed an amazing friendship since they were first matched in 2019. They've bonded over shared experiences like trying new foods, shopping, and going for nature walks. Early in the friendship Aly and Charlayne visited Deep Cut Gardens, where they spent time walking, talking, and taking in the beauty of animals and plants. This quickly became a favorite activity for them. Charlayne has gone above and beyond to stay by Aly's side through high school and has encouraged her hobbies and helped her apply for her first job. Aly has shared her gratitude towards



Charlayne with their case manager, noting that she always provides sound advice and is a great listener. We are confident that Aly and Charlayne will be friends for life, and it has been an honor for BBBS to be a part of such an incredible friendship!

## EXPLORATION IN FOOD & READING

**Big Couple Kim & Tim** met their **Little Brother Wiatte** in 2019, a few days after his 7<sup>th</sup> birthday. He is now in 5<sup>th</sup> grade and continues to share fun times with his Bigs. On one of their recent outings, Wiatte tried lobster mac and cheese for the first time and he loved it! In addition to the foodie adventures for this match, they also practice reading and love to spend time outdoors, often at the beach or trying a new experience like virtual golf or paddle boating. Wiatte's mom, Sabrina, shared her thoughts about



the importance of their relationship, "I love their friendship, Kim and Tim have played a huge part in his happiness and progress in reading over the last four years."



## NEW EXPERIENCES, NEW FUN!

**Little Brother Jason & Big Brother Edmund** have experienced so many new things since being matched! Despite freezing cold temperatures, they enjoyed a Jets game; tried out vintage video games and pinball machines; attended a Seton Hall basketball game; and together they've also tried a lot of new foods. Jason shared with BBBS that he believes Edmund is a great role model because, *"He is funny, cool, and has a lot of life experience which he shares with me."*



## ADVENTURES IN FRIENDSHIP

**Little Sister Nevaeh & Big Sister Christine** hit it off from the very beginning of their friendship. Nevaeh has shared that Christine never judges her so she feels she can talk to her about anything. Together, they've enjoyed rock climbing, roller skating, and experiencing a museum for the first time. These are just a few adventures that have encouraged and reminded Nevaeh that she can do anything she puts her mind to. Nevaeh's mom recently shared, *"We both can't imagine life without Christine!"*



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# MAKE-A-MATCH

## THANK YOU TO EVERYONE WHO PARTICIPATED IN THE MAKE-A-MATCH PADDLE RAISE AT OUR 2022 GALA!

Your generous donations supported **26** new matches and **2** school-based programs  
which defended the potential of over **80** children and teens!

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#### COST TO MAKE-A-MATCH:

Recruitment & intake process of Big, Little & Parent/Guardian	<b>\$300</b>
Volunteer Screening & Assessment	<b>\$200</b>
Volunteer Training & Matching	<b>\$200</b>
General Administration	<b>\$250</b>
Continuous professional supervision of the match for the first year	<b>\$1,050</b>

**TOTAL COST: \$2,000**

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Big Brother Vibhanshu & Little Brother Zion

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Big Brother Brian & Little Brother Michael  
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