

Big Brothers Big Sisters Announces Giving Season Campaign for 2023

Remember When Your Donation Made An Impact?

ASBURY PARK, NJ — Big Brothers Big Sisters of Coastal & Northern New Jersey (BBBSCNNJ) is leaning into nostalgia this year for their annual giving season campaign called, "Remember When?". The campaign invites returning donors to recall how their donation made an impact in the life of a local child and new donors are invited to make a gift to be a part of a local child's 'remember when' moment.

Across the 10 counties that BBBSCNNJ supports the agency has provided one-to-one mentoring for more than 1,500 youth in 2023. But still there are 100 youth currently on the waitlist for a Big Brother or Big Sister of their own. A donation this giving season will empower local youth to realize and reach their greatest potential through mentoring.

At the center of the campaign is a story of one Big (adult mentor) and Little (youth mentee), Tom and Wyatt. The pair have been matched through BBBSCNNJ for one year and both agree the program has had a positive impact in their lives. Big Brother Tom has said that his favorite part has just been getting to know Little Brother Wyatt and becoming great friends. "I have never done anything like this before. I never had kids or had this sort of responsibility where someone else is relying on me to show up consistently," Tom shared. "I have learned a lot, I have learned patience and how to be calm in situations I never thought I would be in. I am so happy to be continuing in this friendship."



For Little Brother Wyatt, having Big Brother Tom in his life has helped him regain trust and while he might be too young to understand how important that is, his mother understands and is grateful. "At first Wyatt was so surprised that Tom kept coming back," said Wyatt's mother and sole guardian. "Tom put in the work to get to know my son, showing up no matter what. Wyatt's trust has grown tremendously through this. It has been powerful."



Giving season runs November 1st through December 31st and the organization invites the community to support these programs that empower youth to reach their greatest possible future. In addition to the benefits of one-to-one mentoring, the BBBSCNNJ programs encourage educational success, support the mental health of youth, foster confidence building, provide career readiness, and create access to resources, events, and support for youth and their families.

In 2023, BBBSCNNJ supported more than 1,500 youth through one-to-one mentoring programs. The organization remains committed to providing caring adult mentors for children and teens in the ten counties that the agency oversees.

The "Remember When" campaign aims to raise \$40,000 by December 31st to sustain and expand the mentoring programs at BBBSCNNJ. To donate and learn more visit www.mentornj.org/morethan and follow the agency on [Facebook](#), [Instagram](#), and [Twitter](#).