

Building a Future

New Youth Mentoring Center Campaign



Thank You!

At a very young age, I was taught the value of having a strong character – particularly one that emulates a “paying it forward” mindset. In June 2022, I was given the opportunity to lead Big Brothers Big Sisters of Central Iowa (BBBSCI). Serving our youth was something I had to YES to. I’m truly blessed by that decision. I get the honor and privilege of leading an organization that has been actively supporting youth in Central Iowa for over 55 years.

Mentoring young people is critically important – even more today. Our youth have so many challenges they are faced with. Challenges that surpass those I had to navigate in my youth. Challenges they shouldn’t have to be skilled at averting or surviving. But there’s good news, mentoring is a vehicle they can use to help steer their lives in a positive direction. As a product of youth mentoring, I can attest to the benefits it provides. Simply put, mentoring works!

BBBSCI has set some ambitious goals to serve more youth in our community. To recruit more mentors (Bigs), to reduce our waitlist of Littles, to expose our enrolled youth to caring adults who truly see their potential and want to safeguard it so they succeed and to offer more programs. To accomplish these goals, we need the community’s support.

Earlier this year, we purchased a new building that will serve as our new headquarters. There are a lot of renovations needed to turn this building into a functional space where we will deliver our services (match activities, safe space for teens, and special programming). We are truly grateful that partners like you are willing to help us achieve our goals. You are clearly mission and purpose driven – which is intimately aligned with who we are at BBBSCI. We have a vision and a mission, and we are determined to fulfill both.

Thank you in advance for your support of our campaign. Know that your contribution will not only defend the potential of youth but also contribute to their development and safety.

In Gratitude,



Bridget D. Cravens-Neely
Chief Executive Officer



OUR WHY



Our Mission

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

Value Statement

This village passionately cultivates young lives



FACILITY NEEDS

CRITICAL NEED	CURRENT	FUTURE
Mentor Training & Events	✗	✓
Private Family Meeting Space	✗	✓
Accessibility by Public Transportation	✗	✓
Closer Proximity to Majority of Littles	✗	✓
Near Audience Served	✗	✓
Flexible Workspace	✗	✓
Community Partnership Space	✗	✓
Match Events	✗	✓
STEM Activities	✗	✓
Large Group Workshops	✗	✓
Mental Health Guidance	✗	✓
Financial Literacy Programming	✗	✓



OUR NEW MENTORING CENTER

*Located at 2130 Grand Ave, Des Moines, IA 50312

EXTERIOR EAST

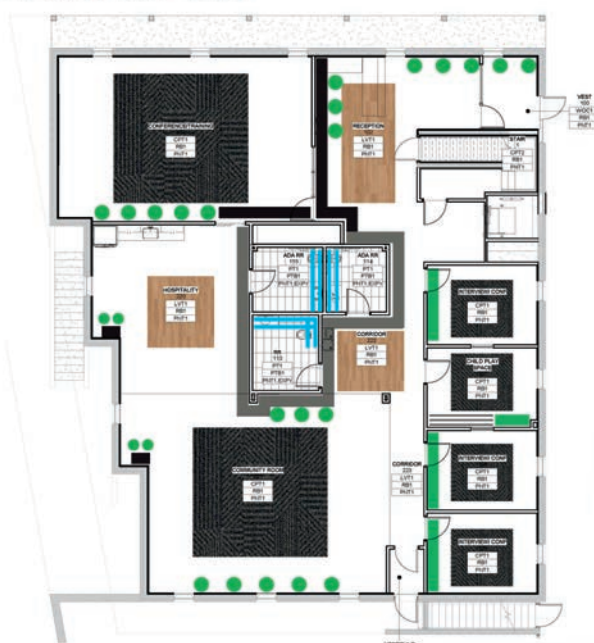


EXTERIOR NORTH



Floorplans

LEVEL 1



LEVEL 2 & BASEMENT



OUR NEW MENTORING CENTER

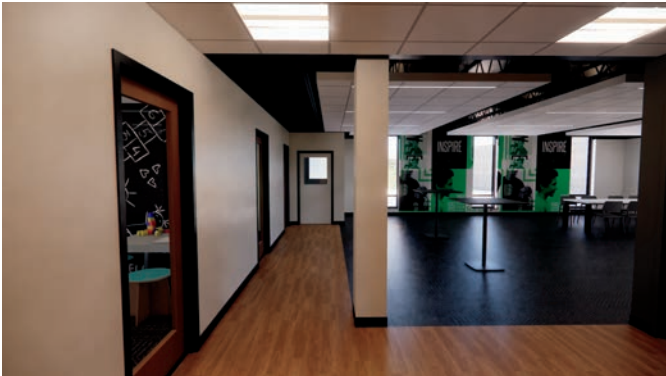
LEVEL 1- RECEPTION



LEVEL 1- CONFERENCE ROOM



LEVEL 1- COMMUNITY ROOM

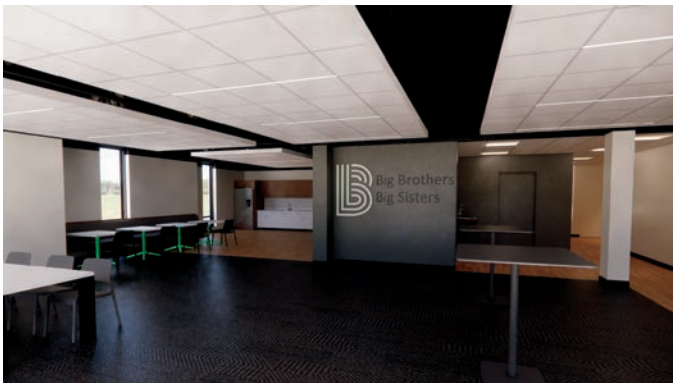


LEVEL 1- COMMUNITY ROOM

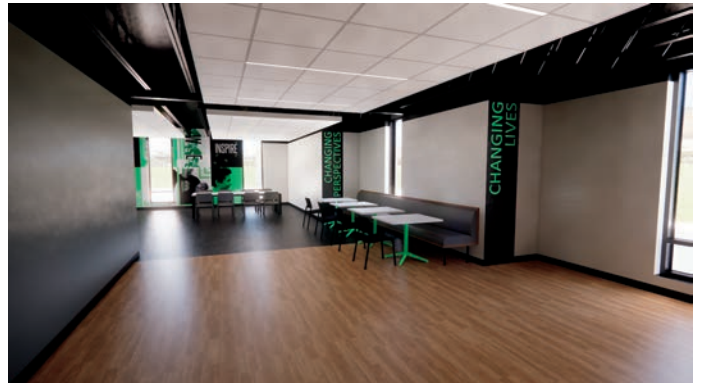


OUR NEW MENTORING CENTER

LEVEL 1- COMMUNITY ROOM



LEVEL 1- HOSPITALITY



BASEMENT- COMMUNITY GAMEROOM



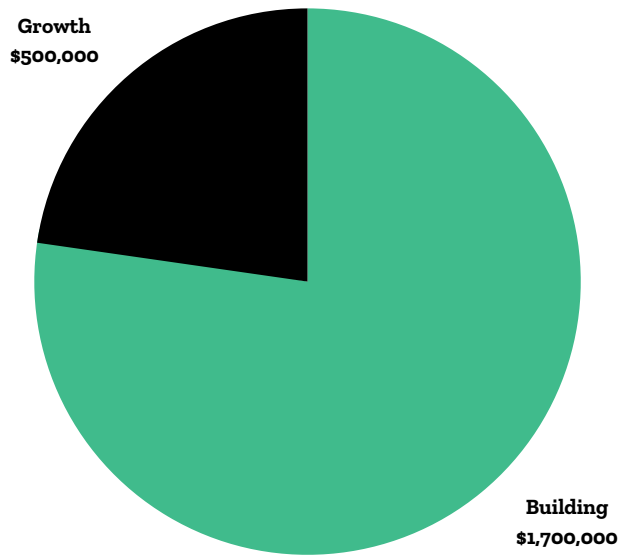
LEVEL 2- STAFF OFFICE



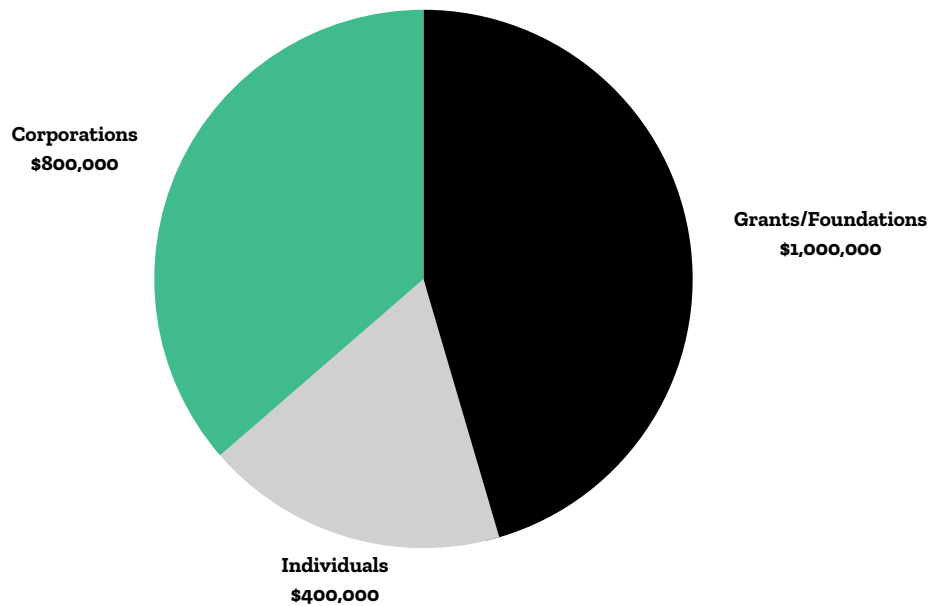
CAPACITY

BUILDING + SUSTAINABILITY + GROWTH
ANNUAL OPERATING BUDGET \$1.8M

CAMPAIGN BREAKDOWN



FUNDS BREAKDOWN



HOW TO GIVE

Giving Levels

LEADERSHIP LEVEL CAMPAIGN DONORS

Visionary - \$1 million & above*

Potential Defender - \$500,000 to \$999,999*

Future Builder - \$250,000 to \$499,999*

Equity Champion - \$100,000 to \$249,999*

MAJOR GIFT LEVEL CAMPAIGN DONORS

Mentor - \$50,000 to \$99,999*

Teacher - \$25,000 to \$49,999

NOTEWORTHY CAMPAIGN DONORS

Initiator - \$10,000 to \$24,999

Foundation - \$5,000 to \$9,999

Friend - \$1,500 to \$4,999

*Gifts will be recognized with a dedicated space in the Youth Mentoring Center.

**All gifts can be paid over 3 years.

How to Give

- Complete online pledge form. [Click Here for Pledge Form](#)
- Visit our campaign website. [Click Here for Campaign Website](#)
- Give from your Donor-Advised Fund. [Click Here for Donor-Advised Fund Info](#)
- Contact Director of Fund Development- Ben Chiochon at bchiochon@bbbsia.org or 515-802-5579.

Ways to Give

- Check
- ACH
- Donor-Advised Funds
- Stock
- Credit Card
- In-Kind Donation

Campaign gifts are tax-deductible to the extent allowed by the law. Please check with your attorney or tax-advisor to determine the deductibility of any charitable gift. Receipts of gifts will be sent annually in the month of January for the previous year. If you have questions about your gift, please contact Director of Fund Development- Ben Chiochon at bchiochon@bbbsia.org.

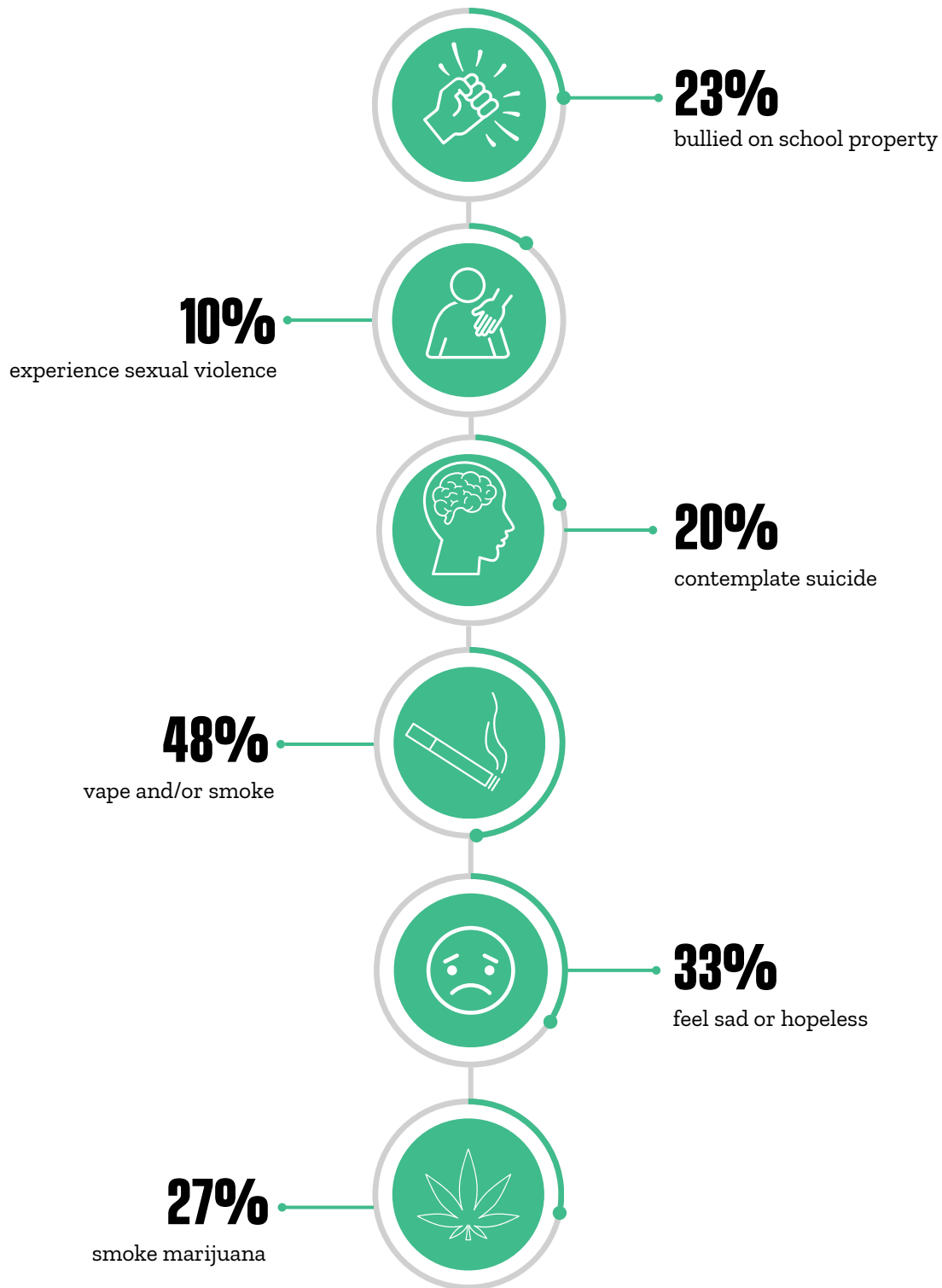
DONOR RECOGNITION

Named donor recognition opportunities include but are not limited to:

Naming Rights	
Area	Gift Range
Building Naming Rights	\$800k to \$1M
Conference/Training Room	\$400k to \$500k
Community Wings (2)	\$250k each
Game Room	\$200k to \$250k
Reception Area	\$150k to \$200k
Private Interview Room (4)	\$100k each
Hospitality/ Kitchen Space	\$125k to \$150k
Elevator	\$150k
Staff Break Area	\$35k to \$50k
Upstairs Office (6)	\$12k each
Game Room Equipment	\$25k
Technology Upgrades	\$30k

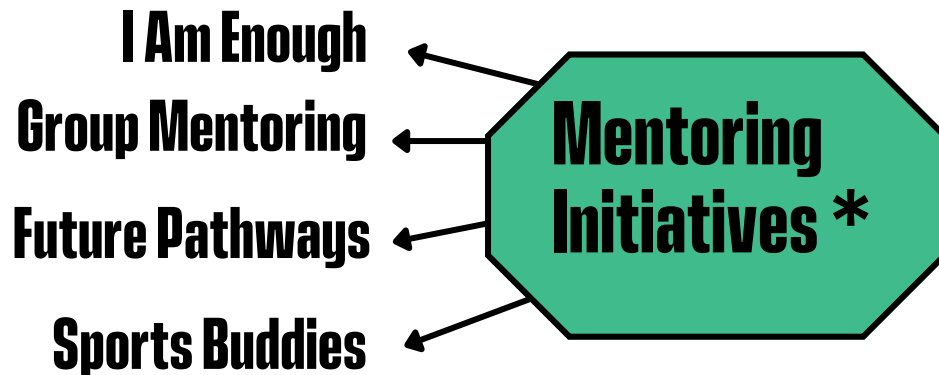
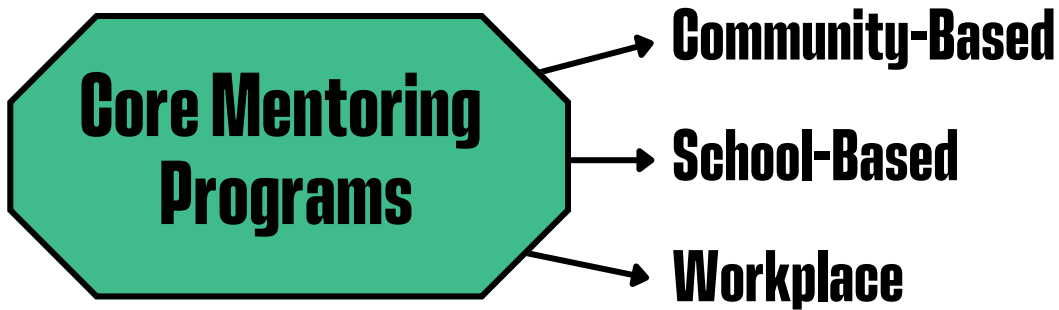
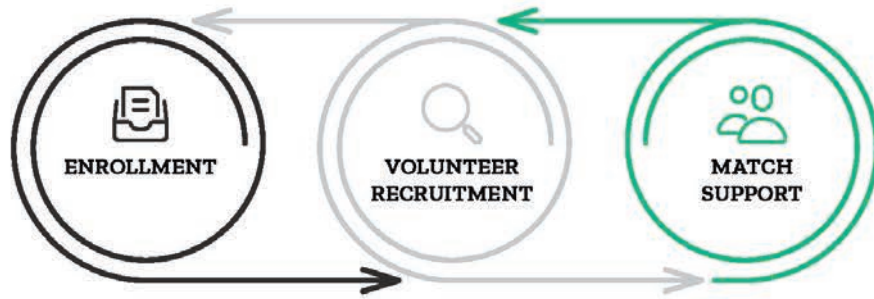
In-Kind or Donated Items	
Area	Request
Reception Area	Painted murals, chairs or benches, end tables, lamps
Outdoor Space	Landscaping, picnic table, yard games, signage
Conference Room/Training Room	Tables & chairs, tv's, projector & screen, AV equipment, video conference audio
Private Interview Room (4)	Tables & chairs
Community Wings (2)	Tables & chairs, tv's
Kitchen Areas (2)	2 Refrigerators
Building Security	Security system
Workspace	20 Cubicles, chairs & desks
Outdoor Space	Landscaping, new trees
Signage	Monument sign
Game Room	Shuffleboard, video games, tv, ping pong table

OUR IOWA YOUTH CHALLENGES



OUR SERVICES

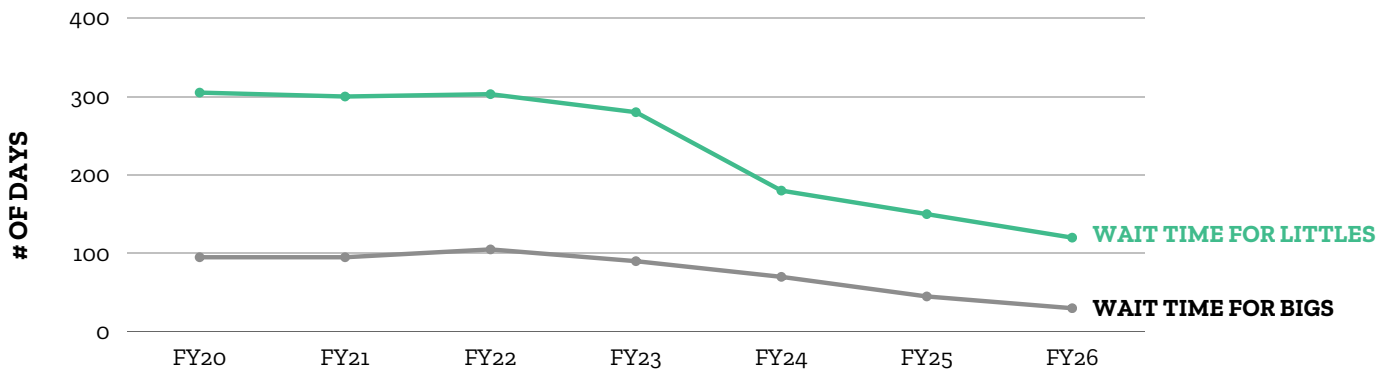
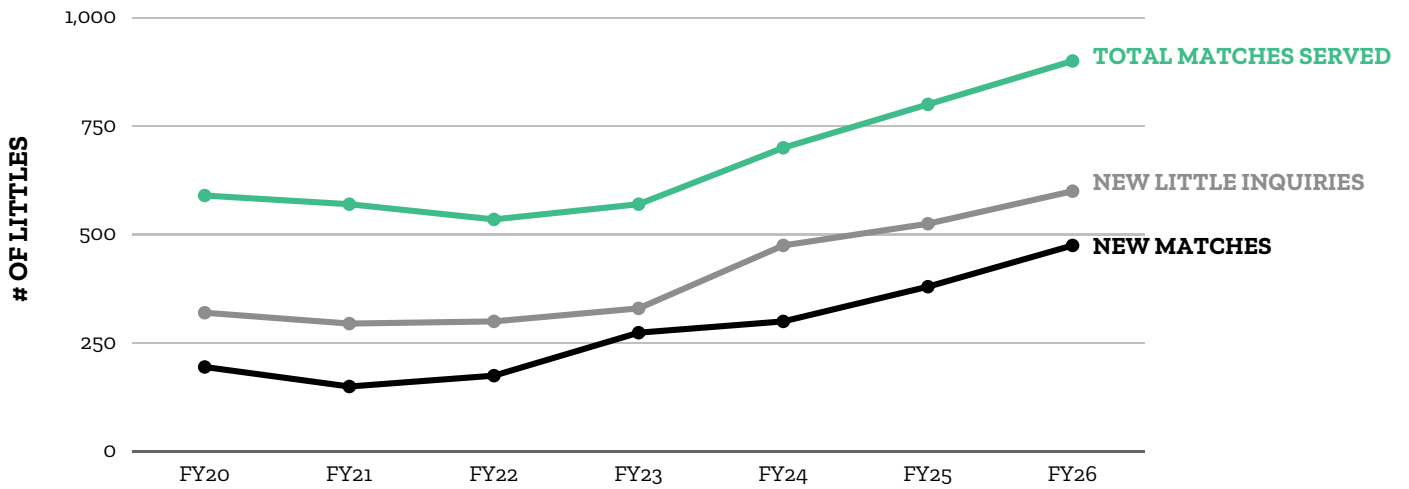
Big Brothers Big Sisters of Central Iowa provides mentoring services at no cost for youth and young adults in Polk, Warren, and Dallas Counties.



*Programs created in 2021 or later

OUR GOALS

Total Matches Served, New Little Inquiries, New Matches, Wait List



FY23: 6,500 phone calls made in support of existing matches.

EXPANSION

PROGRAMS

- » Existing Programs
- » Group Mentoring
- » Sports Buddies Program
- » Future Pathways
- » Bilingual Program
- » Bigs in Blue
- » J.E.D.I. Initiatives
(Justice, Equity, Diversity, Inclusion)

STAFF

- » Program Managers (2)
- » Match Support Specialists (3)
- » Future Pathways Coordinator
- » Volunteer Coordinator
- » Events Manager
- » Marketing Support Specialist
- » Executive Assistant
- » Receptionist



OUR LEADERSHIP

HONORARY BOARD MEMBERS

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Loretta Sieman

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Owner

Mike McCoy

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CEO & President

Connie Wimer

Business Publications Corporation
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President

Tania Bowman

Dean Snyder Construction
Business Development Associate

Skylar Mayberry-Mayes, PhD

Principal Foundation
Senior Strategist



**Big Brothers
Big Sisters.**
OF CENTRAL IOWA

Bridget Cravens-Neely, Chief Executive Officer
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