



2025

Annual Report

Potential, Proven.

Dear Friends,

When a child is matched with a mentor, powerful things happen. We know that this is true because we've seen the data, but also because we have a front row seat to seeing mentorship in action every day.

Because of your support, more young people were connected with caring adult mentors. More families felt supported. More Littles discovered new strengths in themselves- in the classroom, on the field, through art, or in everyday moments spent with someone in their corner who showed up consistently and said, "I believe in you."

Behind every statistic in this report is a relationship. A Big who made the time. A Little who felt seen. A family who felt hopeful. A community- OUR community- who chose to invest in our young people.

We continue to be inspired by the generosity of our donors, the dedication of our volunteers, and the commitment of our staff and board. Your belief in this mission fuels the work.

As we look ahead, the need for mentors is BIG. We are focused on strengthening support for matches, deepening our partnerships across Southwest Michigan, and finding more donors to support this ever-important work.

Thank you for being part of this. Thank you for investing in potential, and for helping us create BIGGER futures, one match at a time.

With gratitude,

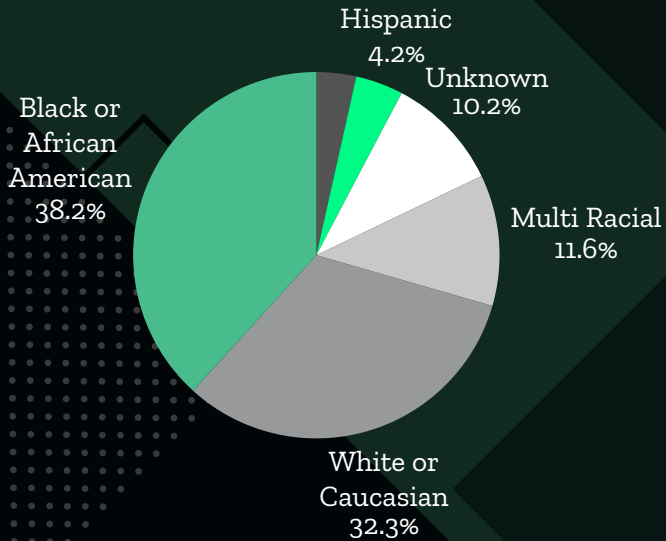


Amy Kuchta
Chief Executive Officer
Big Brothers Big Sisters of Southwest Michigan

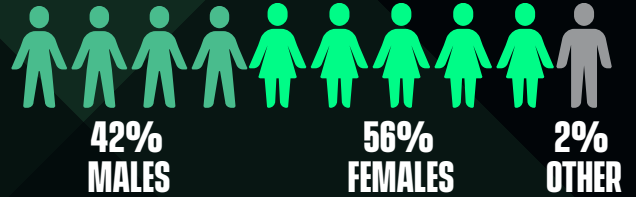
ABOUT OUR LITTLES

The youth we serve reflect the diversity, strength, and complexity of our community. Many are navigating systemic barriers, and every one of them deserves access to opportunity.

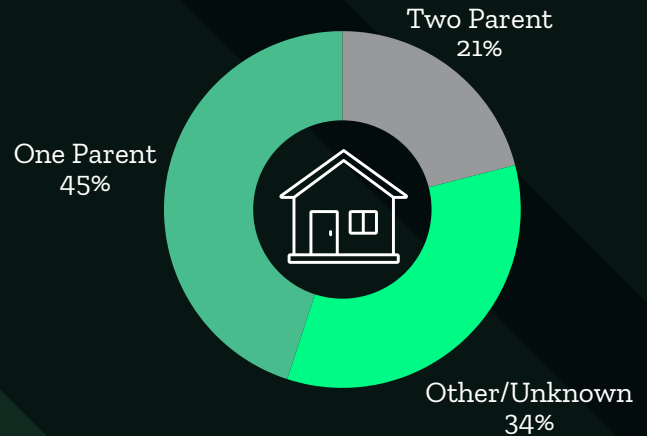
RACE/ETHNICITY



GENDER



LIVING SITUATION



FREE/REDUCED LUNCH



More than two-thirds of the youth we serve come from households experiencing financial strain.

Many Littles navigate complex family dynamics, making mentorship even more critical.

MENTORING WORKS

93% maintain or improve their grades

95% improve their emotional regulation

100% plan to graduate high school



These outcomes are possible because of the donors, volunteers, staff, and mentors who ignite the potential of local youth every single day.

"Talking to my Big Sister is like *breathing*." -Little Sister Karma

MENTORING MATTERS.

Three decades of national research confirm it.

YOUNG PEOPLE FACE

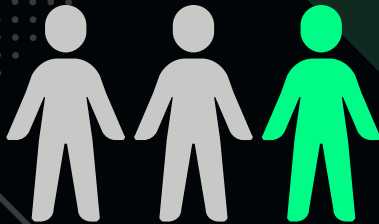
Rising mental health challenges

Increased school disengagement

Economic uncertainty

Fewer consistent adult relationships

ONE IN THREE



YOUTH IN AMERICA GROW UP WITHOUT A MENTOR

Locally, nearly **100 youth** are waiting to be matched.

Why are they waiting?
Because we need more mentors.

We need you.

MENTORSHIP STRENGTHENS

Mental + emotional wellbeing

Educational achievement

Economic mobility

Community stability

Youth report **significantly fewer** depressive symptoms.

Young people are **20% more likely** to pursue post-secondary education.

As young adults, they earn **15% more** than peers without mentors.

Youth are **54% less likely** to be arrested and **41% less likely** to use substances.

MENTORING ISN'T A NICE TO HAVE. IT'S A NEED TO HAVE.

2025 AT A GLANCE

BY THE NUMBERS

32.8
months

AVERAGE MATCH LENGTH

We ask for a 12 month
commitment.

127

NEW MATCHES

382

YOUTH ENGAGED

Little's + High School Bigs

302

YOUTH SERVED

BEYOND THE NUMBERS

INVESTED IN YOUTH DEVELOPMENT

- Launched Power Up, an in-school mentoring program
- Launched the first ever BBBSMI Youth Advisory Counsel
- Awarded two scholarships to BBBS participants

RECEIVED NATIONAL MARKETING AWARDS

- Silver Biggie Awards
 - Annual Appeal
 - Paint the Town Green

HOSTED FOUR SIGNATURE FUNDRAISING EVENTS

- Bowl for Kids' Sake
- Benefit Dinner
- Match Makers Breakfast
- Fire & Ice Holiday Ball

2025 MATCH OF THE YEAR: KARMA AND MELISSA

We are thrilled to celebrate Big Sister Melissa and Little Sister Karma as our 2025 Local Match of the Year!

Karma was nine years old when they met for the first time. Today, she's a thriving 16-year-old leader- serving on her school's National Honors Society Committee, volunteering, and even working to expand BBBS' presence in her school.

Melissa says the greatest lesson she's learned is that simply showing up matters. By being a steady presence, she has watched Karma flourish- and in return, her own life has become fuller and richer in ways she never anticipated.

Together, they've shared adventures, represented BBBS at community events, and now proudly carry the honor of Local Match of the Year.



Karma & Melissa



**Big Brothers
Big Sisters®**
OF SOUTHWEST
MICHIGAN

3501 Covington Road
Kalamazoo, MI 49001-1876

**IT TAKES LITTLE TO BE BIG.
BECOME A BIG.
GIVE TODAY.**



www.ThinkBigToday.org