



Big Brothers Big Sisters
of the Greater Chesapeake
Mentoring Maryland's Future

To:

The Howard County Council
The Honorable Ken Ulman, County Executive

Re:

Resolution No. 91 -2014

From:

Selwyn Ray

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Summary:

The support of the application by Big Brothers Big Sisters of the Greater Chesapeake to the Maryland Department of Housing and Community Development's Community Investment Tax Credit program providing tax credits for individuals who donate to certain 501(c)(3) organizations.



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Our Mission

Big Brothers Big Sisters of the Greater Chesapeake helps children and youth reach their fullest potential by providing safe and enduring mentoring relationships.

What We Provide for Youth & Partners

We offer four core types of donor-funded programs: Community-Based Mentoring, School-Based Mentoring, Workplace Mentoring, and Mentoring Resource Services.

Who we currently serve in Howard County

- 41 children ages 7-18 from multiple ethnicities.
- 41 dedicated mentors.
- 20% of the children have a parent who is incarcerated and approximately 70% of the children live at or below the poverty level.
- The children we serve live in Columbia, Elkridge, Jessup and Ellicott City.



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Statement of Need

Howard County's need for support services for youth has become increasingly urgent. Unemployment in Howard County has been steadily rising since 2008.¹ During this same time period, the number of youth receiving free or reduced school lunch has risen from roughly one in 10 to one-fifth of all students² and the number of families receiving public assistance has more than doubled.³ As a result, more children and families are in need of the positive influence provided by a carefully selected, trained and supported mentor. BBBSGC staff receives requests to refer youth to our program from Howard County school guidance counselors and social workers on a regular basis, which they currently must turn away due to lack of resources. Currently 68 youth are ready to be matched with a mentor in Howard County and we know that this number would be significantly higher if staff were able to accommodate more referrals.

In response to this need and the lack of current resources available to address it, BBBSGC has focused on developing a strategic initiative to grow its capacity to serve more Howard County children and families. We have hired a senior staff member, Chris Maynard, who is an alum of Leadership Howard County and also a resident of the county since 1999. BBBSGC has pursued relationships with Columbia-based businesses such as Howard Bank, Pandora, COPT and ADG Creative. We relocated one of our annual events, Rock for Kids' Sake, from Baltimore to Savage Mill this year, providing local residents, business and community leaders with an opportunity to learn more about Big Brothers Big Sisters. In September 2014, COPT's Columbia headquarters will be the first Howard County workplace to host a *Beyond School Walls* mentoring program for local elementary students. We also have some vital seed funding through a generous grant from the Community Foundation of Howard County, which has allowed us to hire dedicated staff to focus on Howard County. We have the community's attention but we still need to raise funds to make this work sustainable.

Receiving tax credits from the state will allow us to attract new donors who can help provide the necessary support for this sustained and planned growth. Nonprofit organizations utilize the tax credits as incentives for individuals and businesses to donate money, goods or real property to support operational and programmatic costs associated with specific, approved projects delivering services to communities across Maryland. Businesses and individuals that donate to qualified organization's approved project(s) can earn tax credits equal to 50% of the value of the money, goods or real property contribution. These tax credits are in addition to the deductions on both Federal and State taxes as a result of the charitable contribution.

¹ See Annie E. Casey KidsCount Data Center, "Unemployment by County, 2008-2012." Web. Last accessed May 8, 2014.

² See Annie E. Casey KidsCount Data Center, "Students receiving free or reduced school lunch, 2008-2012." Web. Last accessed May 8, 2014.

³ See Annie E. Casey KidsCount Data Center, "Supplemental Nutrition Assistance Program, 2008-2012." Web. Last accessed May 8, 2014.



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Growth Benchmarks in Howard County FY2015-2018

<u>Year One</u>	<u>Year Two</u>	<u>Year Three</u>
Increase volunteer applications among Howard residents to a minimum of 5/month.	Increase volunteer inquiries among Howard residents to 10/month.	Maintain regular volunteer inquiries among Howard residents at a minimum of 10/month.
Successfully enroll, screen, and train new volunteers to double the number of new mentoring matches from 13 in 2013 to 26 in 2014. One site program serving 15-20 youth	Add 20 new matches (46 total matches and two site programs)	Add 30 new matches (76 total matches with 3 total site programs)
Provide case management to existing matches that will help the organization achieve at least 75% match retention beyond 12 months.	Retain 75% or more of matches beyond 12 months.	Retain 75% or more of matches beyond 12 months.
Meet with a minimum of 10 potential community partners in Howard County.	At the 12 month mark, children will demonstrate positive improvements in multiple outcome areas, including: <ul style="list-style-type: none"> ▪ 85% will be more confident ▪ 85% will have a new hobby or interest ▪ 80% will have healthier relationships with parents and peers ▪ 80% will have improved decision making ▪ 75% will have improved school attendance if they had an existing issue or will not develop an issue if none previously existed ▪ 60% will improve by one letter grade or more in their key subjects 	At the 12 month mark, children will demonstrate positive improvements in multiple outcome areas, including: <ul style="list-style-type: none"> ▪ 85% will be more confident ▪ 85% will have a new hobby or interest ▪ 80% will have healthier relationships with parents and peers ▪ 80% will have improved decision making ▪ 75% will have improved school attendance if they had an existing issue or will not develop an issue if none previously existed ▪ 60% will improve by one letter grade or more in their key subjects