

**Many years ago** a group of fathers were looking for a way to involve more dads and their children in a program run by our local YMCA. The fathers went to talk to a classroom of children and as they were leaving the teacher followed them out. She asked if they realized how many of the children in her classroom didn't live with their fathers. They had no idea. This made them wonder, **what could they do to help support these children who did not live with their dads?**

Together, our local YMCA and Sheriff's Department came up with a great idea to "Start Something" for those children. The local program was called Y-Pals, the year was 1970. **Forty years later that great idea to start something has blossomed into an organization that serves 8 counties in southeast Nebraska and nearly 1000 children each year.**

What an amazing journey it has been for the Y-Pals program of 1970 as it has morphed into Heartland Big Brothers Big Sisters, an affiliate of Big Brothers Big Sisters of America. **Could anyone have imagined that tens of thousands of youth would be helped by starting this program?** Maybe, maybe not. But that willingness to do something has made an impact on this community and its children that cannot be denied.

**Our Mission:** To help children reach their full potential through professionally supported, one-to-one relationships with measurable impact.

This year, Big Brothers Big Sisters agencies have adopted a new tagline, Start Something. As you think of the many great things in your life and in our world, they all started somewhere; perhaps it was an idea, a vision, a willingness to do something, or change. **Our first 40 years are testimony to many who had the generosity and foresight to Start Something.**



**Of the 931 youth matched in 2009:**

67 % were female,  
33 % were male

54 % identified themselves as white,  
46 % as non-white

**Parents Report**

- 74% Improved Relationship with Family
- 76% Increased interest in hobbies & have a better sense of the future
- 93% Continue to Avoid Delinquency

**Big's Report**

- 83% Increased self confidence
- 73% Improved decision making

**Teachers Report**

- 72% Improved Academic Performance
- 71% Improved Attitude Toward School
- 65% Improved in one or more subjects

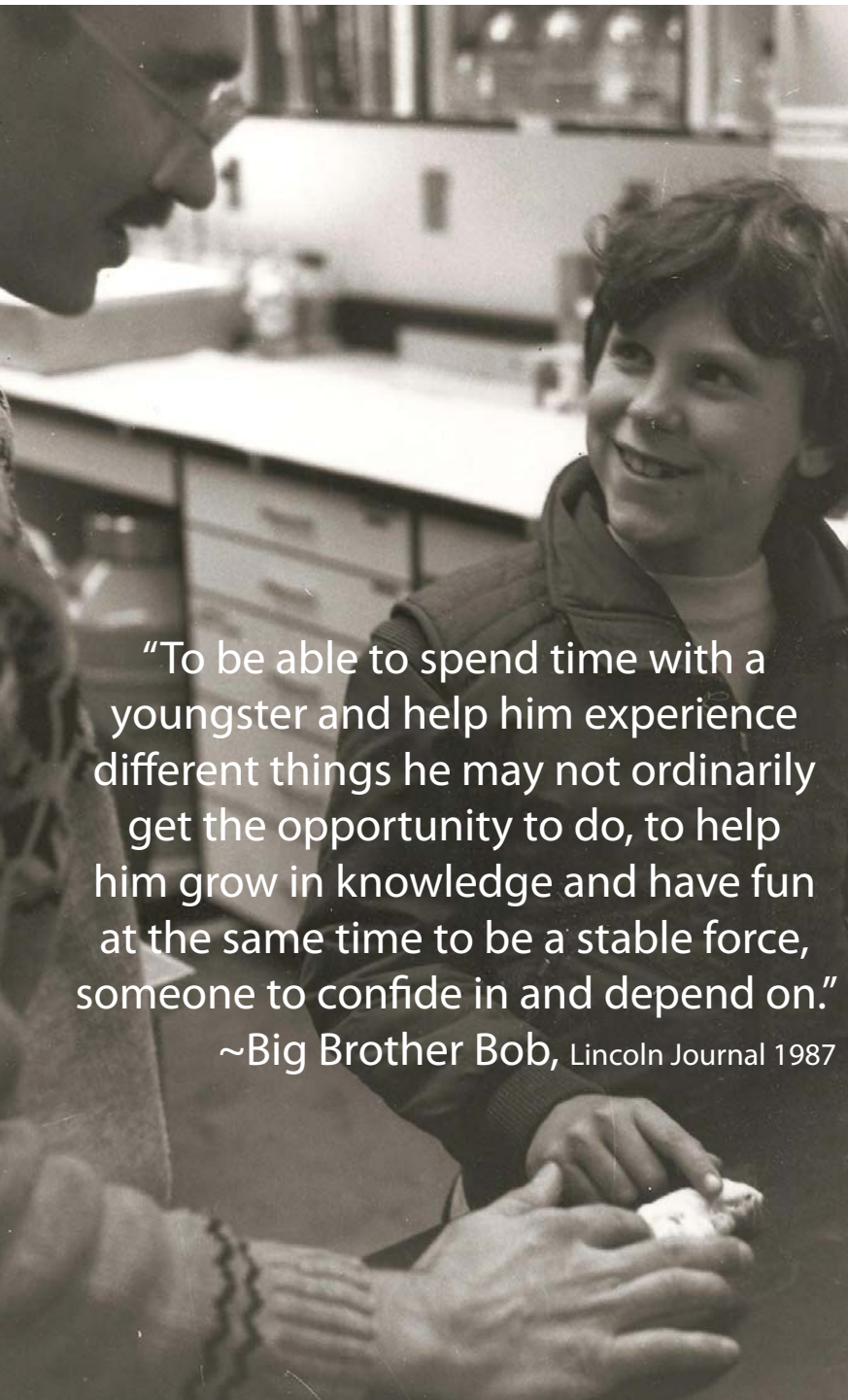
Thank you to everyone that has been a part of our first 40 years. Whether you are a Big, a Little or a donor, it takes all three to make our agency successful.

The truth is, we may not always know if the path we are on will make history, but we know **if we want to make a difference we must Start Something.**

*Julie Cervantes Salmons*



Information collected from January 1, 2009 to July 31, 2010. Volunteers, teachers and parents are regularly surveyed to measure program outcomes.



“To be able to spend time with a youngster and help him experience different things he may not ordinarily get the opportunity to do, to help him grow in knowledge and have fun at the same time to be a stable force, someone to confide in and depend on.”  
 ~Big Brother Bob, Lincoln Journal 1987

## Leadership Giving Circle

Members of the Leadership Giving Circle gave financial gifts of \$1,000 or more in 2009.

- |   |   |
|---|---|
| Arby's DRM                              | Nebraska Crime Commission   |
| B & R Stores                            | County Aid Juvenile   |
| Big Brothers Big Sisters of America     | Justice: Lancaster, Saline, Richardson, Johnson, Nemaha and Pawnee Counties |
| Bryan LGH Radiology Group               | Runza® Restaurants  |
| Cabela's/World's Foremost Bank          | Scheels   |
| Cleaver Brooks                          | Schmieding Foundation   |
| Dollar General Foundation               |   |
| Julie Cervantes-Salomons                |   |
| Char Fifer                              |   |
| GAP Foundation                          |   |
| Good Trust                              |   |
| Regy Green                              |   |
| Havelock Business Association           |   |
| James Arthur Vineyards                  |   |
| Kellogg Foundation                      |   |
| Lancaster County KENO Funds             |   |
| Lancaster County Joint Budget Committee | State Farm Insurance  |
| Lincoln Benefit Life                    | Sun Valley Lanes  |
| Lincoln Community Foundation            | Target Foundation   |
| Lincoln Public Schools                  | Union Bank & Trust  |
| Mark & Marjorie Seacrest                | United Way of Lincoln and Lancaster County                                  |
|   | U.S. Department of Education  |
|   | U.S. Department of Health and Human Services                                |
|   | Walmart Foundation  |
|   | Wells Fargo   |
|   | Woods Charitable Fund   |

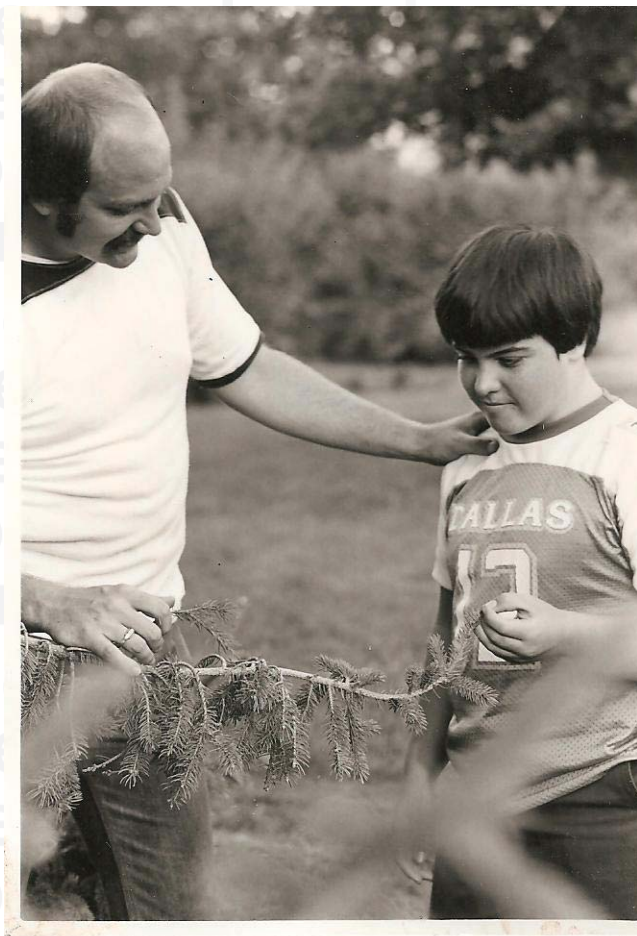


Heartland Big Brothers Big Sisters  
 6201 Havelock Ave.  
 Lincoln, NE 68507  
 (402) 464-2227  
[www.hbbbbs.org](http://www.hbbbbs.org)



Heartland  
**Big Brothers Big Sisters**

# Starting Something since 1970

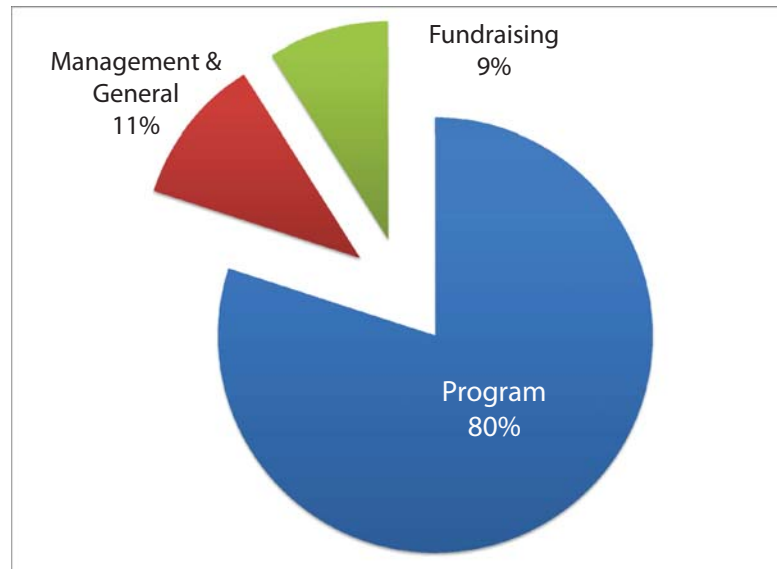


And we're just getting started

## Financials

Revenue & Support	2008	2009
Government Grants	453,312	465,526
United Way	143,612	135,701
Bowl for Kids' Sake	102,978	103,814
Contributions	78,551	162,195
Foundation Grants	72,000	108,593
City/County Funding	57,506	56,700
Other Income	26,749	37,566
Big Magic Breakfast Pledges	14,065	9,050
Poinsettia Sales	5,809	5,205
Interest	29	34
<b>Total</b>	<b>\$954,611</b>	<b>\$1,084,384</b>

## 2009 Expenses



## 2009-2010 Board of Directors

Elizabeth Shotkoski, *Gallup*  
Tim Clare, *Rembolt Ludtke LLP*  
Stephanie Dinger, *Union Bank & Trust*  
Wade Walkenhorst, *Cornhusker Bank*  
Gary Hamilton, *Hamilton Financial Services*  
Ami Graham, *Triad Broadcasting*  
Marty Jarvis, *B&R Stores*  
Jay Jacox, *Lincoln Public Schools*  
Jamie Patera, *Kenexa*  
Bill Thurmond, *Lincoln Public Schools*  
Chris Vigil, *Lincoln Police Department*  
Ashley Wimes, *Nebraska Wesleyan University*



### **Heartland Big Brothers Big Sisters Foundation Building for the Future**

In 2007, the Board of Directors launched the Heartland Big Brothers Big Sisters Foundation in honor of Executive Director, Julie Cervantes-Salomons. It was established to ensure the long-term success and sustainability of the organization. For the year ending December 31, 2009 assets for the Foundation were \$122,743.

#### **Foundation Board**

Chad Melcher, *Union Bank & Trust*  
Tom Lannin, *Cleaver Brooks*  
Lisa Moore, *Union Bank & Trust*  
Tim Clare, *Rembolt Ludtke*  
Georgia Glass, *Resort Lifestyle Communities*  
Pete Ferguson, *Lincoln Public Schools*