



# INVESTING IN POTENTIAL

BBBSMT invests in meaningful relationships with our youth to help them ignite and harness their potential. To serve that mission, we we must have an executable strategy in place.

**So, what is our investment plan?**

We have crafted a 3-year strategic plan aligned around four pillars of investment. Each has measurable targeted outcomes to be reached by the end of 2022, and each has an execution plan to support achieving those goals.



**1**  
Programs

**1215**  
new matches

**33%**  
of matches are  
outside of  
Davidson County



**2**  
Board

**10**  
board candidates  
in prospect pool

**Board  
Composition**  
better reflects  
communities  
served



**3**  
Resources

**\$250,000**  
in operational  
reserves

**31%**  
of total revenue  
represented by  
federal and state  
grants



**4**  
Staff

**Every Position**  
will have defined core  
competencies and  
professional  
development systems

**Achieve 5%  
improvement**  
in organizational  
efficiency

## PROGRAMS

**GOAL:** Increase access to quality mentoring for youth throughout Middle Tennessee.

### Why?

Because undefended potential exists beyond the boundaries of Davidson County.

## BOARD

**GOAL:** Establish BBBSMT BOD as the service opportunity of choice for talented, diverse, and mission-driven people.

### Why?

Because defending potential requires strong foundational leadership.

## RESOURCES

**GOAL:** Inspire community and individual investment in the mission and vision of our organization, thus ensuring our sustainability.

### Why?

Because igniting and harnessing the potential of our youth doesn't happen in a vacuum.

## STAFF

**GOAL:** Invest in staff so they are best prepared and able to invest in the people we serve.

### Why?

Because strong, empowered, and energized staff make the best defenders of potential.



**Can I tell you something?**

This has been a strange, challenging, inspiring, and humbling 2020 so far. And yet, I have never been prouder of our leadership, our Bigs, our Littles, our Community, and our stability as an organization. BBBSMT has been around for over 50 years, and we will be here for 50 more, no matter what challenges threaten or disrupt the world.

Our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Knowing how stressful the current global crisis is for adults, imagine it through the eyes of a young person. **Our response: we got this.** BBBSMT continues to be the support structure it has always been for the Middle Tennessee community: sustaining our matches to ensure that Littles are achieving their full potential, setting up technology solutions necessary during this time of physical distancing, innovating how we deliver service, and generally giving our families comfort in knowing that they are cared for and have one less thing to worry about right now when it comes to their child.

BBBSMT is healthy, stable, and strong. We launched a comprehensive strategic plan in January and despite all the additional pivots and precautions we've had to make over the past four months, we are still on track with our short- and long-term objectives. It's because we are consistent, secure, and committed to honoring the investments of both our generous supporters and our dedicated volunteers. It is our privilege to "carry water" right now. Being a defender of potential by supporting BBBSMT is a strong and safe investment.

Onward and upward together,  
Melissa Hudson-Gant, CEO



**YOU CAN BRIDGE  
THE DISTANCE.**



**BECOME A DEFENDER  
OF POTENTIAL.**

**INVEST.**

Financial support and consistent funding empowers potential. It's as important as any other thing we do.



**Ways to invest:**

- Commit to a corporate sponsorship.
- Make a personal gift.
- Pledge a monthly gift.

**VOLUNTEER.**

Mentoring relationships are not made up of just Bigs and Littles. There are many ways to volunteer and defend potential.



**Ways to volunteer:**

- Become a mentor.
- Host a virtual info session for your workplace or in your community.
- Volunteer for special events and projects.

**JOIN OUR CORPORATE PARTNERS IN DEFENDING POTENTIAL.**

