



Big Brothers Big Sisters

Little Moments. Big Magic.™

Big Brothers Big Sisters of America

Big Brothers Big Sisters of America is the oldest, largest and most effective youth mentoring organization in the United States. The organization helps children reach their potential through one-to-one relationships with measurable results.

Big Brothers Big Sisters of America serves 225,000 children ages six through 18, in all 50 states. National research has shown that the positive relationships between youth and their Big Brothers and Big Sisters have a direct, measurable and lasting impact on children's lives. The national office is located in Philadelphia.

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– Judy Vredenburg, President and CEO
Big Brothers Big Sisters of America

Kintera provides innovative software solutions to help organizations deliver The Giving Experience™ to donors online - including giving convenience, financial transparency, feedback about the social impact of their gifts, and a sense of belonging and appreciation.

www.kintera.com

BIG BROTHERS BIG SISTERS' SIGNATURE FUNDRAISER MOVES CLOSER TO GOALS

When Big Brothers Big Sisters of America (BBBSA) selected Kintera Inc. as the national organization's technology partner in 2002, its objective was to use online solutions to become more efficient and effective in its fundraising efforts.

The partnership between BBBSA and Kintera has resulted in increased awareness and participation in the organization's signature fundraiser, 'Bowl for Kids' Sake,' (BFKS) throughout 130 agencies of BBBS's 425 agencies nationwide.

BBBS agencies use the Web-based Kintera Sphere™ software platform to increase efficiencies and standardization in online and offline fundraising efforts.

BFKS participation is supported with Kintera's Friends Asking Friends® fundraising program. Friends Asking Friends includes tools to create customized Web sites and send e-mail appeals to friends and families to encourage support. This tool enhances the reach and efficiency of fundraising that was traditionally handled by pledge sheets and forms.

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Currently, an online fundraising training infrastructure and system is being put into place to assist agencies in staff education around donor revenue and donor data acquisition.

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Result Highlights

- Since partnering with Kintera, BBBSA reports online donations have had a steady 21 percent annual growth rate.
- Online BFKS participants sent more than 79,000 e-mails with a 2 percent annual growth rate each year.
- In 2004, agencies that used Friends Asking Friends reported \$20 million was raised online and offline.



For more than 20 years, BBBS's signature 'Bowl for Kids' Sake' event has been putting smiles on the faces of children and raising millions of dollars in bowling lanes across the country.