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Capital Region Big Brothers Big Sisters launches ambitious volunteer recruitment campaign 'Be a Big' from October 14th to November 14th

Local affiliate's goal is to gain 30 new 'bigs' in 30 days

ALBANY, NY (October 15, 2019) – Big Brothers Big Sisters of the Capital Region ([BBBSCR](#)) today launched an ambitious volunteer recruitment campaign – “Be a Big” – with the goal of registering thirty new male volunteers – known as *Bigs* in just thirty days, from October 14th through November 14th.

“It's time to inspire change right here in our own community. It's time to defend the potential of the kids who need a Big in their corner, igniting their power. It's time for caring adults to rise up and empower those who need an ally,” said Sabrina Houser, CEO, Big Brothers Big Sisters of the Capital Region.

“Anyone can be a difference-maker. In just a few hours a month, a mentor can inspire a child to believe in themselves, but inspiration takes action and it's time to take action.”

Defending the potential has been a consistent theme for BBBSCR which covers the Capital Region counties of Albany, Schenectady, Rensselaer and Saratoga. Each year they serve between 450-600 youth. Children from 6-14 years of age are eligible to enroll and their matches are supported until the age of 18. An average match length is approximately 36 months.

Big Brothers Big Sisters is different from other mentoring agencies, they don't intuitively feel mentoring works, they measure it and then report those outcomes. Youth in their program tend to do better in school, feel better about themselves and their families, and have healthier relationships.

BBBSCR has two different programs, community-based and site-based. The community-based program caters to individuals in the community who are interested in becoming a mentor. For site-based programs, collaborative relationships have been established at five local colleges: Union College, the College of St. Rose, the University of Albany, Skidmore College, and RPI. These offer the opportunity for college students to provide mentoring and support to children in their community, utilizing the wonderful facilities each campus has to offer.

According to Houser, an extensive body of research shows that young people are more likely to develop into successful adults if they have caring, concerned adults as role models and mentors.

“The difference between Big Brothers Big Sisters programs and other mentoring organizations is that we focus on evidence-based, successful, long-term mentoring, and we measure and report our outcomes,” said Houser. “We hold ourselves accountable for achieving measurable, positive outcomes and we demonstrate those outcomes in three critical areas for our Little Brothers and Little Sisters: 1) socio-emotional competencies (e.g. higher aspirations, greater self-confidence, and better relationships), 2) avoidance of risky behaviors, and 3) educational success.”

The local affiliate is one of 270 Big Brothers Big Sisters of America, the nation’s oldest, largest and most successful mentoring organization. Started in 1964, Big Brothers Big Sisters of the Capital Region has orchestrated thousands of friendships between children and community volunteers.

For more information on becoming a “Big”, visit: <https://bbbscr.org/volunteer/>

On November 8th, BBBS CR will hold their annual *Spirits 2019* gala at 60 State Place in Albany and presented by SEFCU. This year’s theme is “I Love the 80’s, with music performed by Aquanett, featuring appetizers, cocktails and a silent auction. Tickets are available here:

<https://bbbscr.z2systems.com/np/clients/bbbscr/eventRegistration.jsp?event=47&>

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About Big Brothers/Big Sisters of the Capital Region:

Big Brothers Big Sisters of the Capital Region has one mission, we create and support one to one mentoring relationships that ignite the power and promise of youth. We hold ourselves accountable to the following measurable outcomes: educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and better relationships. Serving close to 500 youth a year, Brothers Big Sisters of the Capital Region stands in the corner of our kids and lets them know we all believe in their potential and will work hard to defend it. Learn more at www.bbbscr.org.