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Big Brothers Big Sisters of the Capital Region Helping Kids During Pandemic

Mentoring activities take on new importance as they become virtual

ALBANY, NY (April 8, 2020) – Big Brothers Big Sisters of the Capital Region ([BBBSCR](#)), Lea Montalto-Rook, today shared how changes in programs are providing much-needed mentoring support during the pandemic. Already a key foundation for Capital Region kids who need a helping hand, BBBSCR finds mentoring support even more in demand during the COVID-19 global pandemic.

“Our staff and matches are working harder than ever to be there in the face of the great need we’re seeing,” said Lea Montalto-Rook, CEO of BBBSCR. “They’re getting creative, using Zoom, FaceTime, and video chats so that they can interact with each other. One match even decorated Easter cookies through video chat.”

Families enroll kids in the BBBSCR program because they feel extra help is needed due to problems at school, home, or something else entirely. Now, those problems are exacerbated and kids are scared of the uncertainty.

“Some of our families were concerned about how they were going to pay their bills before this happened,” said Montalto-Rook. “Now, there’s even more concern and their kids feel it. They often need someone in their corner who can just be there for them. We’re trying to find ways to help Matches sustain their relationships now, when they’re needed most.”



BBBSCR is also getting creative to find new Bigs as the requests from families to enroll their kids increase daily. Details for a virtual recruitment fair will be announced soon.

While there is greater demand for BBBSR services, the local agency also had to change one of their main fundraising events into a virtual event. “We’ll be here to support our community, but we need the community to support us. Please consider donating today.”

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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 almost 600 children each 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. Capital Region counties served include Albany, Schenectady, Rensselaer, and Saratoga. Learn more at www.bbbscr.org.