

Guiding Principles (Mission, Vision, and Promises/Values)

Mission Statement

The mission of Big Brothers and Big Sisters of Dane County is to help children reach their full potential through professionally supported, one-to-one mentoring relationships.

Vision Statement

Big Brothers and Big Sisters of Dane County strives to ensure all children seeking a mentor receive a mentor and reach their full potential.

We will adhere to the guiding principles established by Big Brothers Big Sisters of America:

- Commitment to **quality** and **safety**
 - We are committed to one-to-one, safe and professionally supported mentoring with proven, measurable outcomes. There are a large number of children and families in our county who need our program.
- Dedicated to serving **at-risk youth**
 - In a world of scarce resources, we will focus on youth receiving free/reduced lunch, in a single parent environment and/or who have a parent in the criminal justice system.
- **Accountability** to our stakeholders
 - We are committed to mutually beneficial relationships with our stakeholders and to building and funding our capacity for sustainable, quality growth.
- Focus on **diversity**
 - We will take into account our communities' racial, ethnic and gender diversity in all aspects of how we operate.
- Culture of **performance**
 - We are a progressive organization that measures our impact and will recruit, build and retain the most effective team and board.
- We will remain on the cutting edge and implement innovative programs, technologies and systems to ensure that we continue to provide support to the children and families of Dane County.