



## Laurie Peterson

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This year, Big Brothers Big Sisters has embarked on a strategic plan to grow more than 30% over the next three years, aiming to provide 4,000 children with one-to-one mentoring relationships by 2019.



This does not come without its challenges, as we need to be able to grow with scale in terms of staffing a professional team to recruit high-quality volunteers and support our matches. Additionally, a challenge lies in trying to educate the public about costs associated with the services we provide. There is a common misconception about social-impact organizations—people believe that because we rely heavily on volunteers that it means there's no need for an operating budget. As the need for additional funding grows with each new child we serve, it becomes even more critical for us to explain what it takes financially to support a match, as well as the return on investment it will have for society.