

# BBBS

T H E M A G A Z I N E

## 2012

Big Brothers Big Sisters  
announced as Chiefs  
Charity Game Beneficiary

## Maurice

Chosen by Big Brother  
Tahir as Number  
One Pick!

 **CHIEFS**  
CHARITY GAME



**Find  
Out How  
BBBSKC is  
Changing  
Children's  
Lives!**



2012 ISSUE



WWW.CHIEFSCHARITYGAME.COM



**KC CHIEFS**  
**CHARITY GAME**

**[AUGUST 2012]**

**The Largest One-Day Fundraiser in the NFL!**  
**Chiefs Charity Game Benefits Include:**

Trip to Super Bowl XLVI  
Travel and stay with the Chiefs on the road  
Private patron's party with Clark and Tavia Hunt  
Access to the Founder's Suite at Arrowhead Stadium  
Premium suite tickets with food and drink  
Premium outdoor tickets  
Food and drink vouchers  
Parking passes  
Valet/VIP parking  
Pregame parties  
Pregame field visit  
Participate in the coin toss  
Throw out the first pass  
Be part of the KC Wolf skit

Participate in the radio broadcast  
Be on the field for the halftime presentation  
Training camp VIP experiences  
Take part in the helmet walk program at training camp  
Send Bigs and Littles to the game  
BBBS Legacy Invitational foursomes and players spots  
Man 2 Man with Eric Berry event tickets  
BBBS Match Appreciation Banquet tickets  
Provide transportation for event participants  
Sponsor T-shirts for 2,000 Bigs and Littles  
Halftime video featuring BBBS  
Sponsor recognition at [chiefscharitygame.com](http://chiefscharitygame.com)

**Over \$3.5 million Raised Since 2004!**



[WWW.CHIEFSCHARITYGAME.COM](http://WWW.CHIEFSCHARITYGAME.COM)

1  
10 | 20 | 30 | 40 | 50 | 40 | 30 | 20 | 10

## Welcome to the first edition of Big Brothers Big Sisters: The Magazine

We are proud to be serving as the Honorary Co-Chairs for the 2012 Chiefs Charity Game benefiting Big Brothers Big Sisters of Greater Kansas City (BBBSKC). BBBSKC was selected as this year's beneficiary from among more than a dozen charities serving children in Jackson County, Missouri through a grant process created by the Kansas City Chiefs and administered by the Greater Kansas City Community Foundation.

Since 1964, BBBSKC has been impacting the lives of children in the Kansas City metropolitan area by providing adult mentors and family support services to at-risk and high-risk children living in single-parent households. Today BBBSKC has nearly 1,200 Little Brothers and Little Sisters professionally matched with "Bigs" and 300 boys and girls waiting to be matched.

Every winning team is built by putting the right players in the right positions and surrounding those players with the necessary tools for success. Just like professional athletes depend on coaches, teammates, family and friends for support, guidance and preparation to reach goals, "Littles" depend on their "Bigs" to help provide them the tools to overcome obstacles and succeed in life.

As the honored beneficiary of this unique fundraising and publicity opportunity, BBBSKC has set a goal of raising \$600,000 through the 2012 Chiefs Charity Game, while raising awareness of the need for volunteers and financial support in order to continue to successfully match adult mentors with children in our community.

Thank you for partnering with the 2012 Chiefs Charity Game team to support BBBSKC in its mission to change the course of children's lives.

Sincerely,

Clark Hunt  
Chairman and CEO  
Kansas City Chiefs

John Lumelleau  
President and CEO  
Lockton Companies

### HONORARY CO-CHAIRS

Clark & Tavia Hunt **Kansas City Chiefs**  
John & Loretta Lumelleau **Lockton Companies**

### CHIEFS CHARITY GAME CHAIR

Paul Kushnir, Wireless Lifestyle

### CHIEFS CHARITY GAME COMMITTEE

(See chiefscharitygame.com for full list of committee members)

### BBBS STAFF

Micheal Lawrence **Chief Executive Officer**  
Eileen Weir **Chiefs Charity Game Coordinator**  
Tiffany Bruce **Development Manager**  
Erica Ostroski **Director of Special Events**  
Kristi Hutchison **Chief Marketing Officer**  
Scott Cruce **Director of Recruitment**

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chiefscharitygame.com

# Maurice

## Chosen by Big Brother Tahir as Number One Pick!

Every February more than 300 top college football players are invited to Indianapolis to participate in the NFL Scouting Combine in advance of the NFL Draft. During the week-long event NFL executives, coaches, scouts and medical staffs from all 32 teams put draft-eligible players through an intense series of football drills and interviews that measure football skills, intellect, and character. Every NFL team comes to Indy with one goal in mind: find players that will make great teammates.

Long before a player is invited to the Combine, scouts, coaches and GM's invest countless hours getting to know him by traveling to games, watching film, and talking to the people who know him best, like coaches and family members. With hundreds of elite athletes entering the NFL draft each year, the challenge isn't finding a great player - it's finding "the one" that will make a long-term positive impact. The months of exhaustive preparation all come together on draft day when teams make young men's dreams come true.

Four years ago Maurice experienced that exhilarating feeling of having his dream come true when he was selected to be a Little Brother from over 300 kids on the BBBSKC waiting list. "I was excited and a little nervous," says Maurice of the day his mother got the call that a Big Brother had been found for her 8-year-old boy.

Concerned that her young son had no real male role model in his life, Maurice's mother enrolled him in the program and waited for a match. "I realized that there are certain things that a boy just needs a man for -- learning how to shave, how to tie a tie, someone to play sports with and a person he could aspire to be like," she says. Little did she know that Maurice's Big Brother, Tahir Atwater, would soon become all those things and many more for her son.

Tahir had recently decided that he wanted to make a difference to a child, and decided to volunteer as an adult mentor with Big Brothers Big Sisters. "The application process was in-depth," says Tahir. "I went through a background check and screening process and was then interviewed by a Case Manager at my home. They really took the time to get to know me. They asked questions about what I liked to do in my free time, what my family was like growing up and what I was looking for in a Little Brother." Like NFL scouts, Case Managers at Big Brothers Big Sisters take the time to evaluate volunteers to find the right fit and create a long-term relationship.



Following Tahir's interviews and evaluations, his Case Manager called him with a list of potential Little Brothers. He studied detailed summaries on each of the kids. He found out about their families, their hobbies, their struggles and their strengths. "When I read about Maurice something just clicked," said Tahir. "His profile talked about how energetic he was and about his love for video games and sports, both passions of mine, and I felt like this was a kid I could hang out with and hopefully make a positive impact on him. I told my Case Manager that I thought Maurice was 'The One.'"

When Maurice got the call that he had been chosen by a Big Brother he says, "I felt like a number one draft pick." But just like an NFL team works hard to get their picks ready to play, there was still a lot to be done before the match could be completed. Maurice and his mom listened as the Case Manager told them all about Tahir, and they learned as much about him as Tahir had learned about them. After they agreed that Tahir was the Big Brother for Maurice the Case Manager set up a teaming to introduce the two.

Maurice and Tahir have proven to be a perfect match. They bond over their shared passion for video games and sports but they make time for the conversations about college, family and how to treat people. If you are around Tahir and Maurice for any

# "I felt like a number one draft pick"

- Little Brother Maurice

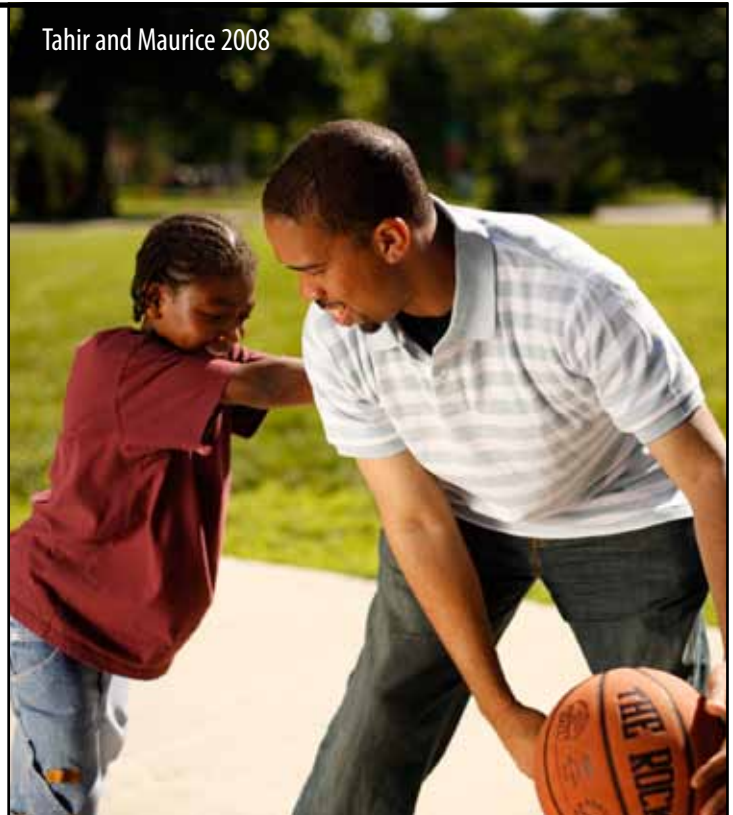
amount of time it's easy to see their connection. It's been four years since they first met, and the two are closer than ever.

Tahir says that becoming a Big Brother was one of the best decisions of his life. "Maurice will always be in my life, I introduce him to people as my little brother, not a kid I mentor" says Tahir. "I'm grateful that Big Brothers Big Sisters was able to create this friendship between Maurice and me."

Preparing for the annual NFL Draft requires a major investment of time and expertise, so helping players become successful teammates on and off the field is a top priority. Big Brothers Big Sisters devotes that same level of time, energy, and money into making matches that are safe, well-suited to each child's needs, and built to last. "Big Brothers Big Sisters is always there for us," says Tahir. "Making the match was just the beginning. Providing the support to me, Maurice, and his mom has really helped all of us work together."

Big Brothers Big Sisters of Greater Kansas City currently supports more than 1,200 active matches in the Greater Kansas City area, and hundreds of kids like Maurice waiting to be professionally matched. To volunteer to become a positive adult mentor in one of these children's life, visit [bbbskc.org](http://bbbskc.org).

Tahir and Maurice 2008



{Loch Loyd}  
May 21, 2012

  
**Legacy**  
Invitational

{The National}  
June 4, 2012

"The Legacy Invitational is the most enjoyable event I attend every year. The volunteers are wonderful, the gifts are amazing and the charity itself is outstanding. It is well worth my time to travel to Kansas City and spend the day with a prestigious group of businessmen."

- Sandy Stoner,  
LaSalle Bank

**The Legacy Invitational is the premier client entertainment event in Kansas City.**

**Your clients will be impressed by the many amenities provided, including:**

- **A foursome concierge**
- **An extravagant gift salon**
- **Car detailing while you play**
- **On course lunch and cigars**
- **Golf at a prestigious course**
- **And much more**

**\$5,000 Per Foursome!**

"This was the most well run, high touch, quality golf tournament I have ever played. Care for the golfers and attention to detail were superb. I wish everyone in America could have had the experienced I did at the Legacy Invitational."

- Mack Harnden,  
Right Management

**BBBS**  
THE MAGAZINE  
2012 ISSUE

[WWW.CHIEFSCHARITYGAME.COM](http://WWW.CHIEFSCHARITYGAME.COM)

# MAN 2 MAN with ERIC BERRY



**APRIL 2012 // 6:00-9:00PM**

**THE FOUNDER'S CLUB AT ARROWHEAD STADIUM**

**\$300 PER TICKET // SPACE IS LIMITED**

**GUYS ONLY! DINNER, DRINKS, CIGARS,  
SPORTS, BEHIND-THE-SCENES TOURS,  
REVERSE RAFFLE, GIFTS AND MORE.**

**HOSTED BY ERIC BERRY & SPECIAL GUEST**

**PURCHASE TICKETS AT [BBBSKC.ORG](http://BBBSKC.ORG).**



## A Little Brother Reflects on his Mentors

By Little Brother Jonathan

When I first got matched up with my Big Couple Brad and Shawna I was very shy, reserved and scared of change. I was nervous about the whole process but before long I came to realize that there was nothing to be nervous about. Brad and Shawna are great people. They are outgoing, funny, intelligent and considerate. They have helped me come out of my shell. When we hang out we go to the movies, play video games or just go to the book store. Whatever we do is always fun! They've taught

me about the world and other cultures and to be more aware of what is going on in our community and world. Being matched to Brad and Shawna has been a life changing experience. Just knowing that they care about me and are supportive of what I do has helped me become a more confident person. I am thankful to Big Brothers Big Sisters for introducing me Brad and Shawna and creating a lifelong friendship.



Big Brothers Big Sisters Presents:

**2012  
Match  
Banquet**

Sunday, April 1, 2012  
at the Ritz Charles

9000 W. 137th Street,  
Overland Park, KS 66221



[WWW.CHIEFSCHARITYGAME.COM](http://WWW.CHIEFSCHARITYGAME.COM)

Marie & Lexi  
Matched Since 2008



Jonas and Seth  
Matched Since 2009



# Changing Lives

## Mentors For First Generation College Students

Big Brothers Big Sisters is committed to supporting kids and families through all stages of life. Recently BBBSKC forged a partnership with Kauffman Scholars to mentor high school juniors and seniors who have aspired to be first-generation college students.

Kauffman Scholars is a college prep program for at-risk youth in Kansas City. After earning their high school diploma, these scholars receive a full-ride scholarship to a college or university of their choice. Recognizing that entering college is a major transition for students and families, Kauffman Scholars and Big Brothers Big Sisters have joined forces to provide each student with an adult Mentor.

Just like all BBBSKC matches, Mentors and Scholars are professionally paired. They develop a friendship and Mentors help prepare Scholars and their families for the college experience by assisting with applications, essays, testing, campus visits, dorm life and the academic and social expectations that come with college life.

There are more than 300 active Kauffman Scholars matches in the collaborative program, and helping kids go to college is another way in which BBBSKC is changing lives.

**"I'm so happy to have my Big Sister Kandi in my life. She is considerate, helpful and supportive of my decisions. She shares her life experiences and gives me tips on how to be successful in college. Her presence has made my life more valuable."**

- Kauffman Scholar Lin

## Mentoring Children of Incarcerated Parents

In January 2011 Big Brothers Big Sisters of Kansas City lost federal funding from the Department of Health and Human Services that allowed the organization to mentor children of incarcerated parents. The loss of this grant funding resulted in a \$300,000 deficit for the BBBSKC program and has a significant impact on the children served. Nearly one-third of Littles are growing up with a parent in prison.

**"We are committed to these children. Children that have a parent in prison are some of the community's most vulnerable children. Some studies report up to 70% of children with a parent in prison will end up in prison themselves if there is not an intervention. By matching these children with a Big Brother or Big Sister they will see that another path is out there and will begin to hope for that themselves."**

- Micheal Lawrence, CEO of BBBSKC.

Proceeds from the 2012 Chiefs Charity Game will assist BBBSKC in restoring funding for this critical program and positively impacting the lives of hundreds of children who are confronted with the challenges of an incarcerated parent. The impact of this program is proven to increase self esteem, improve academic performance and decrease drug and alcohol use and other illegal behaviors in children and teens.



## Stats

**Nearly 80,000 children in Kansas City, 25% of the current school aged population, live in one-parent homes.**

- 90% of juvenile court cases involve children from one-parent homes
- 90% of high school drop outs are from one-parent homes
- 60% of the teens who commit suicide are from one-parent homes

## When Matched with a Big

- 71% of children in the program report improved academic performance
- 68% report improved school attendance
- 97% of children were not involved in the juvenile court system





# **CHIEFS** **CHARITY GAME** **[AUGUST 2012]**

## **Victory [\$100,000]**

The Victory Sponsorship is offered exclusively to the 2012 Chiefs Charity Game's most generous donors. At this elite level sponsors will receive two (2) tickets to Super Bowl XLVI in New Orleans complete with air travel and hotel accommodations in the Big Easy. Also included in this one-of-a-kind package is the chance to travel with the Kansas City Chiefs on the team charter to a 2012 road game including accommodations in the team hotel.

As a Victory Sponsor, you and your guests will experience Arrowhead Stadium like never before. Your VIP treatment begins with valet parking followed by a private pregame party for you and your guests. From there you will be escorted to the sidelines to take in the electrifying Arrowhead atmosphere during the pregame festivities. You will return to the field at half-time to be recognized during the Chiefs Charity Game check presentation.

Eight (8) of your guests will watch the game from the Founder's Suite where you will be hosted by the Hunt family. Thirty (30) of your guests will enjoy the game in the comfort of a luxury suite featuring plenty of complimentary food and beverages.

Added benefits of the Victory Sponsorship are a trip to Training Camp to watch practice from the Chiefs VIP tent and get player autographs, invitations to a private patrons' party hosted by Clark and Tavia Hunt at Arrowhead, and tickets to the game to distribute to friends, clients and employees.

In appreciation for your support, Big Brother Big Sisters will also offer you two teams of four (8 players) in the Legacy Invitational Golf Tournament, recognized as the premium client entertainment tournament in the region, eight (8) tickets to Man-to-Man with Eric Berry, and eight (8) tickets to the Annual Match Appreciation Banquet.

Premium logo recognition is included in all on-line and print publicity.



[WWW.CHIEFSCHARITYGAME.COM](http://WWW.CHIEFSCHARITYGAME.COM)

## Champion [\$50,000]

The Champion Sponsorship is designed to create unforgettable Arrowhead memories for you and your guests. On game day you will be treated to valet parking and a private pregame party. You and a guest will get the chance to experience the roar of the crowd by viewing the pregame festivities from the Arrowhead sidelines and being recognized on the field during the Chiefs Charity Game half-time check presentation.

At the Champion Sponsorship level, four (4) of your guests will watch the game from the Founder's Suite where you will be hosted by the Hunt family. Twenty (20) of your guests will enjoy the game in the comfort of a luxury suite featuring plenty of complimentary food and beverages.

Added benefits of the Champion Sponsorship are a trip to Training Camp to watch practice from the Chiefs VIP tent and get player autographs, invitations to a private patrons' party hosted by Clark and Tavia Hunt at Arrowhead, and tickets to the game to distribute to friends, clients and employees.

As a top supporter of Big Brothers Big Sisters, Champion Sponsors will receive one team of four (4 players) to play in the Legacy Invitational Golf Tournament, recognized as the premium client entertainment tournament in the region, four (4) tickets to Man-to-Man with Eric Berry, and four (4) tickets to the Annual Match Appreciation Banquet.

Prominent logo recognition is included in all on-line and print publicity.

**For a complete list of benefits visit [www.chiefscharitygame.com](http://www.chiefscharitygame.com)**

## All-Pro [\$25,000]

The All-Pro Sponsorship is customized to give Chiefs fans once-in-a-lifetime game day opportunities. Sponsors at this level will enjoy special game-day amenities including valet parking, invitations to a private pregame party, and the chance to be recognized on the field during the Chiefs Charity Game half-time check presentation.

As a supporter at the All-Pro Sponsorship level you and a guest will watch the game from the Founder's Suite where you will be hosted by the Hunt family. Eight (8) of your guests will enjoy the game in the comfort of a luxury suite featuring plenty of complimentary food and beverages.

Added benefits of the All-Pro Sponsorship are a trip to Training Camp to watch practice from the Chiefs VIP tent and get player autographs, invitations to a private patrons' party hosted by Clark and Tavia Hunt at Arrowhead, and tickets to the game to distribute to friends, clients and employees.

As a top supporter of Big Brothers Big Sisters, All-Pro Sponsors will receive spots for two (2 players) in the Legacy Invitational Golf Tournament, recognized as the premium client entertainment tournament in the region, two (2) tickets to Man-to-Man with Eric Berry, and two (2) tickets to the Annual Match Appreciation Banquet.

Preferred logo recognition is included in all on-line and print publicity.

**Visit [www.chiefscharitygame.com](http://www.chiefscharitygame.com) for additional sponsorship and underwriting opportunities**





There are over 1,200 active Matches in the BBBSKC program but there are still more than **300** kids currently waiting for a Big.



[[WWW.BBBSKC.ORG/BEABIG](http://WWW.BBBSKC.ORG/BEABIG)]