

# Alpha Phi Alpha – Big Brothers Big Sisters Partnership IMPLEMENTATION GUIDE



## Big Brothers with an 'Alpha Attitude'

A "how to" guide to develop a dynamic, local  
partnership between an Alpha Phi Alpha  
Chapter and a Big Brothers Big Sisters affiliate

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### On the Cover:

Pictured on the cover of this guide are Big Brother Jermaine Tezeno, Zeta Xi Chapter president at the University of Louisiana, and his Little Brother, Victor Senegal. PHOTO CREDIT: Nathan Francis



## FOREWORD

**A**s our organizations prepare to usher in the centennial of our founding, it gives us pleasure to announce the national expansion of the Alpha Phi Alpha – Big Brothers Big Sisters Partnership.

In 1991, an agreement was entered into, causing Alpha Phi Alpha and Big Brothers Big Sisters of America (BBBSA) to unite in their efforts to transform communities and the lives of young African Americans.

Over the past two years, seventeen Pilot Sites were established, which included Alpha Alumni and College Chapters, in addition to BBBS affiliates. BBBS local Program Coordinators and national staff members worked to identify best practices related to engaging Alpha members in positive mentoring relationships. In addition, the men of Alpha Phi Alpha became thoroughly engaged in recruiting volunteers, and cultivating a positive relationship and experience with their Little Brothers.

The efforts of the pilot sites have significantly contributed to the development of this Guide. The Guide will provide you with a step-by-step approach on forming partnerships at every possible Alpha Chapter and BBBS location around the country. BBBSA will support the local partnering effort through training to assist you with “getting started.” Additionally, with the use of both organizations’ web sites, training details and an electronic version of this Guide will be posted.

The synergy between both organizations at the local and national levels has been very effective and positive, resulting in Alpha’s leadership involvement with BBBS national and local boards. Alpha men have also served as consultants for BBBS affiliates. In turn, BBBS has committed its resources to strengthen the partnership for significant growth. BBBS has also focused its efforts in developing strategies to increase mentoring in the African American community. This is evidenced by the formation of the Advisory Group on Mentoring African American Males, in which Alpha members are involved.

Finally, we would like to acknowledge all those who played a significant role in the establishment of the partnership and its evolution. We look forward to your continued efforts, as we invite Alpha Chapters and BBBS affiliates around the country to become a part of this tremendous opportunity.

Judy Vredenburg  
BBBSA  
*President & CEO*

Harry S. Johnson, Sr., Esq.  
Alpha Phi Alpha Fraternity, Inc.  
*General President*



## ACKNOWLEDGEMENTS

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## INTRODUCTION

### Partnership History

**L**ate in 1999, Alpha Phi Alpha Fraternity, Inc. and Big Brothers Big Sisters of America renewed their national partnership with the goal of significantly increasing the number of mentors for African-American boys and young men between the ages of 6 and 17. Through funding from the UPS Foundation and the Edna McConnell Clark Foundation, seventeen pilot sites were selected. Each had local Alpha Chapters and a local BBBS affiliate willing to carry out the program together. Each pilot site was charged with involving Alpha members and others recruited by Alpha members to serve as mentors to African-American young men.

### The Purpose of the National Partnership

The purpose of the National Partnership is to:

- Increase the number of African-American children exposed to positive African-American male adult role models.
- Expose African-American male youth to positive Alpha role models, programs and values.
- Increase positive perceptions of both organizations in the African-American community.
- Increase African-American and Alpha representation of BBBS Boards of Directors.

The partnership enables each organization to move forward in fulfilling its mission. It provides structure to the mentoring mission of Alpha Phi Alpha as articulated in the Go-To-High School, Go-To-College Program. For BBBS it provides clear direction and a strategy for involving more Big Brothers Of Color.

### Program Summary

**T**he program called for one-to-one mentoring matches to meet several times a month on their own in independent activities or in groups of Big Brothers (Bigs/mentors) and Little Brothers (Littles/mentees). Mentoring activities have included experiences that are fun and rewarding for both the Big Brother and the Little Brother: recreational activities, home work help, talking about important “stuff” or just hanging out. Alpha Chap-

ters are encouraged to involve the mentoring matches in regular activities as part of Alpha’s Go-to-High School, Go-to-College Program, Project Alpha, or a Chapter/affiliate specific program or activity.

A Coordinator from the local BBBS affiliate and a Coordinator from an Alpha Chapter work together to cultivate the relationships and to ensure follow through on mentoring plans and activities.

Each Alpha Chapter votes on whether to participate in the program. A two-thirds majority vote is necessary to ensure that most members of a Chapter will support the mentoring effort. Each Alumni Chapter is expected to work with a College Chapter in implementing this mentoring initiative.

## Program Potential

The partnership... is seen as having the potential to grow to be one of Alpha Phi Alpha’s most successful programs.

The partnership between Alpha Phi Alpha and BBBS is emerging as the most successful mentoring initiative involving African American mentors in the history of BBBSA. It is further seen as having the potential to grow to be one of the fraternity’s most successful programs. The partnership was formed through personal leadership at the highest level, and is reflected in a clear Memorandum of Understanding. The driving force for the program remains a vision of having partnerships at as many local sites as possible beyond the seventeen pilot sites. New insights into how to partner at the local level have been gained. New ways to involve African American volunteers have been developed. The model has caused a significant increase in African American male enrollment in most all of the pilot sites. In addition, it has caused volunteers to become enrolled in significantly less time than it had taken in the past. As the partnership has strengthened, there has been an increase in African American staff at the BBBSA National Office, and the development of a new BBBS Diversity Plan. (See Appendix A for “Highlights of the Partnership.”)

## National Program Expansion

This Guide marks a major step from the Pilot Phase to the Full Implementation Phase of the National Partnership. The use of this Guide, along with case studies of the original seventeen pilot sites, and the support of local and national BBBS staff and Alpha members, will assist in reaching the goal of forming an Alpha/BBBS partnership at every location possible around the country.

At least ten mentoring relationships must be formed at a site before it can be recognized as an “active partnership”

## WAYS TO PARTNER

There are a four ways that any given Chapter can partner with a local BBBS affiliate.

### Mentoring

At least ten (10) mentoring relationships must be formed at a site before it can be recognized as an “active partnership”, but it is expected that at many sites there will be a significant number of mentoring relationships formed. The ultimate goal is to develop an Alpha/BBBS partnership in every community where there is an Alpha Chapter and BBBS affiliate.

### Funding

The Chapter can commit to a financial relationship by supporting any fund-raising efforts hosted by the BBBS local affiliate. For example, BBBS Bowl For Kids Sake, Golf Tournaments, and other special events.

### Local Chapter/Affiliate Program Initiative

The Chapter can agree to conduct activities for Littles and children on the waiting list from the local BBBS affiliate. For example, Alpha Chapters may conduct an activity directly related to Go-to-High School, Go-to-College or Project Alpha, Founder’s Day, or Martin Luther King Day. In addition, the Chapter can conduct an activity based on a BBBS special event, such as a holiday party, picnic, or sporting event.

### Leadership Involvement

While volunteer leadership and board selection are the responsibility of the BBBS affiliate, agencies and Chapters are encouraged to exchange professional skills and resources needed at the local level. This is a great opportunity to diversify board membership, but it also provides presenters for community events, educational sessions, and consultants on recruiting African Americans as volunteers.

## PARTNER DEFINITION

There are a three levels at which local Alpha Chapters and a BBBS affiliate can partner. National and regional awards will be presented to Chapters and affiliates during both organization’s Regional Conventions and National Conferences. The award will be based on the degree to which the Alpha Chapters and the BBBS affiliate decide to partner (see [www.AlphaPhiAlpha.net](http://www.AlphaPhiAlpha.net) and [www.bbbsa.org](http://www.bbbsa.org) Web sites for award details).

### Diamond Club Partners

Alpha Chapters and a BBBS affiliate that have an established partnership that includes the four ways to partner: Mentoring, Funding, Chapter/Affiliate Program Initiative, and Leadership Involvement.

The award will be based on the degree to which the Alpha Chapter and BBBS affiliate decide to partner

**Emerald Club Partners**

Alpha Chapters and a BBBS affiliate that have an established partnership which includes only three of the four ways to partner. Mentoring is a must, however the Alpha Chapters and the BBBS affiliate decide the other two ways that they will partner.

**Sapphire Club Partners**

Alpha Chapters and a BBBS affiliate that have an established partnership which includes any two of the four ways to partner.





## IMPLEMENTATION STEPS

### Eight Steps in Forming an Alpha Phi Alpha – Big Brothers Big Sisters Partnership

This Guide has been developed with significant input from all seventeen pilot sites, in addition to the National Staff of the Alpha Phi Alpha Fraternity and Big Brothers Big Sisters of America.

#### **STEP 1: Understand What is Involved**

##### **The Goal of the Local Alpha/BBBS Partnership**

The goal is to develop no less than ten mentoring relationships at each partnering site, understanding that many sites will significantly surpass ten. The goal for the original seventeen Pilot Sites was fifty mentoring relationships at each site.

##### **Roles of Alpha and BBBS**

Alpha and BBBS work together in planning and evaluating the program.

- **Alpha:** coordinate the recruitment of volunteers and organize activities/events.
- **BBBS:** enroll the volunteers, identify and enroll the children, make the match, provide ongoing support to the Big and Little, and ensure a positive experience for both.

##### **Activities of the Mentoring Matches**

- The focus is on the one-to-one mentoring activities between a Big Brother and Little Brother.
- Matches meet individually; for example, to go to a basketball game, go shopping, play video games, read together, or whatever the Big and Little decide. Some matches are school-based, where the Big Brother visits the Little Brother at school.
- The Bigs and Littles also gather at least once a month for group activities. This has been extremely beneficial because it allows them to bond on a different level.
- Mentoring activities that tie-in with Alpha's national programs, such as Go-To-High School, Go-To-College and Project Alpha, are encouraged.

The goal is to develop no less than ten mentoring relationships at each partnering site...

Alpha members from both college and alumni Chapters, as well as qualified men who are recruited by Alpha members.

### **Location of Activities**

- Bigs and Littles may get together at safe sites within the community.
- Some Bigs visit their Littles regularly in the Little's school (school-based mentoring). Sometimes the Alpha Chapter host activities at a recreation center, art gallery, restaurant, a Big's home (barbeque), or a BBBS facility.

### **Frequency—How Often Do the Matches Get Together?**

Big Brothers are expected to be in contact with their Little Brother at least once every two weeks. In some circumstances, it is acceptable to meet once a month with phone contacts in between.

### **Duration—How Long Should The match Last?**

Mentoring matches are expected to last at least one year.

### **Who are the Big Brothers?**

Alpha members from both college and alumni Chapters, as well as qualified men who are recruited by Alpha members.

### **Who are the Little Brothers?**

Young men, ages 6 to 17, identified by BBBS. Usually the children come to BBBS through referral from their parent(s) or a school (school-based). Chapters can elect to target the age range.

## **STEP 2: Get Started**

### **DISCOVERY PHASE**

#### **Learn About Each Other**

- Look up information on the internet, which provides a wealth of information on both organizations. (*www.AlphaPhiAlpha.net*; *www.bbbsa.org*)
- Become familiar with history and mission of Alpha and BBBSA. Both have a shared vision and mission that includes community service involvement and in particular, mentoring youth. Both have nearly 100 years of history. (*See Appendix B – Alpha Phi Alpha and BBBSA History.*)
- Understand the culture and structure of the organization.

Utilize national Alpha and BBBSA leadership who have knowledge of this program.

- Contact original Pilot Sites to aid in fact finding and information gathering (See *Appendix C – Pilot Sites and National Contact Information.*)
- Utilize national Alpha and BBBSA leadership who have knowledge of this program. (See *Appendix C – Pilot Sites and National Contact Information.*)

### Identify Men Who Have Mutual Alpha/BBBS Ties

- Identify BBBS volunteers, staff, or board members who are members of the Alpha Phi Alpha Fraternity.
- Identify Alpha members who are Big Brothers, or who have supported BBBS.

These individuals can provide assistance in setting up communication between BBBS and Alpha Phi Alpha.

## DEVELOPMENT PHASE

### Make Contact

Schedule a meeting (in person) with the BBBS CEO/Alpha Chapter president. The call to arrange the meeting may be made by either BBBS or Alpha.

- **Alpha:** be prepared to share information with BBBS such as your Chapter’s demographics and its specific involvement in youth programs.
- **BBBS:** be prepared to share information with Alpha such as the “magical” experience of being a Big, and the steps to becoming a Big.

Be prepared to share information with BBBS such as your Chapter’s demographics and its specific involvement in youth programs.

### Develop an Action Plan

The action plan should contain the basics associated with any good plan:

- Goals—how many mentoring relationships? Timing?
- Recruitment Strategies—how will volunteers be invited and involved from among Alpha members and from outside the fraternity?
- Staffing assignments (BBBS) and volunteer assignments (Alpha)—what changes are necessary to “staff up” for program support?
- Capacity Infrastructure—making sure there is readiness to receive high numbers of volunteers.
- Activities—what kind of activities will be offered on a regular basis for all matches together?



For the program to be a success, a strong Program Coordinator from both organizations should be selected.

- Funding—what kind of funding will be needed and how will this be secured?
- Evaluation—how will the program be evaluated? (BBBS must use POE).

## EXECUTION PHASE

### Assign Coordinators

For the program to be a success, a strong Program Coordinator from both organizations should be selected. The strength of the program will rest in great part on the abilities and leadership skills of these two people, so selection is key. Clearly communicate the responsibilities of the Coordinators.

### Coordinator Responsibilities

#### Alpha Coordinator

- Maintain contact with BBBS Staff and BBBS Program Coordinator.
- Develop an action plan with BBBS Program Coordinator to ensure program sustainability.
- Ensure that the Chapter President, BBBS Board and CEO approves the plan.
- Coordinate the outreach and recruitment of Alpha members to become Big Brothers.
- Coordinate how Alpha members will reach out to other community-members to become Big Brothers.
- Develop and participate in program activities with Littles.
- Assist BBBS in providing training of volunteers.
- Identify a college Brother to serve as Assistant Coordinator to maintain college Chapter involvement.
- Provide program feedback to BBBS Program Coordinator.
- Maintain program files such as articles, photos, newsletters and video footage.
- Keep National BBBSA and Alpha Coordinators informed through sharing e-mails, newsletters, photos, etc.
- Motivate Alpha members

### **BBBS Coordinator**

- Maintain contact with Alphas and Alpha Program Coordinator.
- Develop an action plan with Alpha Program Coordinator to ensure program sustainability.
- Ensure that the Chapter president, BBBS board and CEO approves the plan.
- Meet BBBS National Standards in enrolling and supporting volunteers – ensure a flexible, simple and friendly enrollment process.
- Identify Littles for matches and process paperwork.
- Take part in planning and participate in activities with Bigs and Littles.
- Structure administration of POE for evaluation [Performance Outcome-based Evaluation system – captures performance data from volunteers].
- Maintain program files including articles, photos, newsletters, and video footage.
- Report the number of active Alpha matches in your Agency Data Survey.
- Keep National BBBSA and Alpha Coordinators informed through sharing e-mails, newsletters, photos, etc.
- Motivate BBBS staff and Alpha members.

### **Recruiting Volunteers**

The Alpha Coordinator is responsible for the outreach and recruitment of Alpha members to become Big Brothers. In addition, the Alpha Coordinator should utilize BBBS resources when necessary, in order to ensure that the recruitment efforts are successful.

One of the most effective ways to recruit volunteers is to have a Kickoff Recruitment meeting. This allows Chapter members to come together and share a good time, and also learn about the program. Ensure that there is follow-up after the meeting to prospective volunteers.

Based on experience from the original Pilot Sites, an effective approach in recruiting other Alpha members is to first have the Alpha Coordinator become enrolled and matched with a Little Brother. This enables him to share first-hand information about the experience to prospective Big Brothers.

One of the most effective ways to recruit volunteers is to have a Kickoff Recruitment meeting.

The Coordinator should be prepared to alter procedures to be responsive and customer friendly to volunteers.

### Enrolling Volunteers and Children

Once the volunteer expresses interest, the enrollment process begins.

The BBBS Program Coordinator [staff] should ensure that the enrollment process is well organized, flexible, and effective—cooperation from the Alpha members will be very necessary.

The Coordinator should be prepared to alter procedures to be responsive and customer friendly to volunteers. For example, the “case work” model may not work in the Alpha environment. While it is important to keep children safe, screening can be less intensive since Alpha members must go through a rigorous “screening” process to become an Alpha.

The enrollment process includes the following three steps:

- **Step 1:** Volunteer Registers – BBBS gathers volunteer’s information (application process).
- **Step 2:** One-on-one interviews are conducted, along with background checks. A criminal background check is necessary for any program where children are involved—it is conducted in private and is very confidential.
- **Step 3:** Ongoing support – orientation and training for volunteer preparation.

At the same time these steps are taking place, enrollment steps are also occurring with the child, so that the child and family are identified, and the child is ready to be matched.

### **STEP 3: PROVIDE QUALITY MATCH SUPPORT**

BBBS provides support once the match of the Big Brother and Little Brother is made, and continues throughout the duration of the relationship. The support includes orientation/training, addressing issues or concerns, and basically ensuring a positive experience for the volunteer, with a great outcome for the child.

- BBBS will host a “match meeting”— meeting with the Big Brothers, Little Brothers, and the parents or caregivers, where the Big is paired with his Little.
- The BBBS staff will briefly meet with the volunteers as a group to inform them of the affiliate guidelines and answer any last minute questions. During that same time period, the Coordinators can be reviewing how the match process will take place, and allow for any last minute arrivals.

BBBS provides support once the match of the Big Brother and Little Brother is made...

...the group interaction is an opportunity for the mentors to provide support for one another.

- The Coordinators can share lead roles in the actual matching, with one calling the name of the volunteer and the other calling the name of the child.
- Once the matches have met for 20 to 30 minutes—getting acquainted—the entire group can come together for refreshments. This is also an opportunity for the caregiver (parent or guardian) to talk to the Big Brother.

### **Key Points to remember**

- The Coordinators will be involved with the matches on an individual basis; but the group interaction is an opportunity for the mentors to provide support for one another.
- It is the responsibility of the Coordinators to intercede when issues arise concerning the child. It may just require a meeting with the caregiver and/or child, or the situation may warrant involving outside resources. BBBS staff serve as the contact in this situation. In his/her role, he/she has key knowledge regarding community resources.

## **STEP 4: PLAN REGULAR ACTIVITIES**

After the match is made, activities can take place through school-based mentoring (where Bigs meet with Littles in school) or through community-based mentoring (where Bigs and Littles meet at a variety of locations in the community), and through the group activities of the fraternity.

On some occasions, dependent on the size of the group, these meetings and activities may involve other Alpha Chapters within close proximity. Regardless of the mentoring activity, a one-on-one relationship between the Big and Little is essential.

In the case of the original Pilot Sites, the Bigs and Littles convened once a month for group activities, consistent with Go-To-High School, Go-To-College and Project Alpha.

Here is a sample of activities taken from the Alpha Rho Lambda Chapter in Columbus, Ohio:

### **SOCIAL (LEISURE ACTIVITIES)**

- Family Feud Party
- Christmas Party
- City High School Basketball Game
- Bowling Party

Regardless of the mentoring activity, a one-on-one relationship between the Big and Little is essential.

- Family Reunion Pot Luck Picnic
- Roller Skating
- Professional sports team event and Pizza Party

### **Community and Civic Endeavors**

- Alpha Founders Day
- Martin Luther King Jr. Breakfast
- Alpha Family Church Visit

### **Public Service**

(Outreach efforts—Reaching Back As You Climb Up)

- A Voteless People is a Hopeless People Drive
- Guardian (Mother’s Day) Appreciation
- Greater Columbus BBBS Video shoot Education

### **Education**

- Time Management and Study Skills
- Alpha Esquire Workshop, Preparing for High School
- Miami University Tour
- Tutoring (On-going during lunch hour or after school)

### **Self Esteem**

- Human Sexuality (My Body: Being Responsible and Accountable)
- Discussion at Miami University

### **Life Skill Building**

- Etiquette Workshop
- Oral Communication and Leadership Training
- Violence/Conflict Resolution workshop

Recognition should come from BBBS, from Alpha Phi Alpha and from the broader community.

## **STEP 5: PROVIDE AWARDS AND RECOGNITION**

Show the volunteers they are important. Recognition should come from BBBS, from Alpha Phi Alpha and from the broader community. Recognition should also come both from the local and national levels of both organizations. What is happening in this partnership is IMPORTANT on behalf of the Little Brothers involved. Such recognition recognizes and rewards volunteers for their involvement, promotes Chapter involvement, increases visibility of individuals and the group.



### Local Awards and Recognition

- Develop methods of acknowledging a volunteer’s contribution to the program.
- Determine types of recognition and awards to be given—must match the level of the effort.
- Determine criteria for receiving recognition or awards.
- Provide publicity for those receiving recognition or awards in the appropriate media.
- Present awards during (local) annual celebrations—for example, BBBS Big of the Year Award or Alpha Founder’s Day.
- Recognize Alpha programs during the awards ceremony: Go-To-High School, Go-To-College and Project Alpha.
- During a thank you meeting, take a look at the coming year and describe the vision for continued success.

### Regional and National Awards and Recognition

- See “Partner Definition” on page 3.

## **STEP 6: INCORPORATE FUND RAISING**

Funds may be needed for activities, volunteer recruitment meetings (meals, snacks, etc.), awards, supplies and materials. In addition, funding may be necessary to expand BBBS staff to manage the increase in volunteers. Once the budget is determined by the Alpha and BBBS Coordinators [include president/CEO], a plan for raising funds is necessary.

Here are some key fund raising suggestions to consider:

- Prepare a funding packet to be presented to prospective donors. The packet should reflect the partnership between Alpha and BBBS.
- Go to major donors as a united front of both Alpha and BBBS representatives.
- Go for an array of donors including individuals, companies, and foundations.
- Incorporate BBBS Bowl For Kids’ Sake fund raising program into the partnership. Agree to set aside funds raised by fraternity members in Bowl For Kids’ Sake to fund the staff and activities of the partnership.

Go to major donors as a united front of both Alpha and BBBS representatives.

## STEP 7: EVALUATE SUCCESS AND CHALLENGES

Guidelines for maintaining the program's evaluation:

- Use POE (BBBS' Performance Outcome-based Evaluation process) to capture performance data from volunteers.
- Address performance problems/issues at program committee meetings.
- Summarize key performance measures and report them quarterly.
- Develop additional or different measures for special events or programs if required.
- Use year-end summaries to aid in developing future programming.
- Include program performance measures in the BBBS and Chapter's annual report.

Use year-end summaries to aid in developing future programming.

In addition to the above, here is a checklist to help evaluate some of the program's important features. Does the partnership include:

- Clearly defined roles and responsibilities for both Alpha and BBBS.
- Both Alumni & College Chapters working together.
- Flexible, concise, and friendly enrollment process.
- Effective marketing materials for recruitment of Alpha members and other African-Americans.
- Effective volunteer training.
- Consistent use of the program title "Alpha Phi Alpha – Big Brothers Big Sisters Partnership."
- The opportunity to develop more diversity in BBBS staff and boards.
- Awards and recognition for outstanding achievements.
- Effective use of Alpha & BBBSA National & Regional Conferences.

## STEP 8: GROW THE PARTNERSHIP

As the program evolves throughout the year, it is helpful to begin planning for expansion in the following year. Fraternity members, and others approached by Fraternity members, who may not have participated initially, may decide to get involved. This may be due to recognition of a successful program, or the recognized need in the community.



Engage in new activities to keep the program exciting and interesting.

Here are a few ways to expand the program:

- Leverage the positive experience of the Big Brothers to attract other Alpha volunteers and friends of Alphas (non-Alpha members).
- Engage in new activities to keep the program exciting and interesting.
- Increase leadership involvement of Chapter members. For example, members can serve as donors, BBBS board members, BBBS Bowl For Kids Sake supporter, or as volunteers in other capacities.

## In Closing

The eight steps listed above are a call-to-action to begin an Alpha Phi Alpha – Big Brothers Big Sisters Partnership at the local level. For Alpha Chapters, it is time to “get back more than you give”—to be a Brother to a brother. For every BBBS affiliate, it is time to take advantage of this tremendous partnering opportunity to bring quality mentors into the lives of children. Get started today—contact information is on page 21 of this Guide.

## APPENDIX A

## Highlights of the APA–BBBSA Partnership

### Partnership evolves in 1999

The original partnership between Alpha Phi Alpha and Big Brothers Big Sisters began in 1991. It was renewed and reinvigorated in December, 1999, through a meeting of national leaders: Adrian Wallace, Alpha's general president; Judy Vredenburg, president & CEO of BBBSA; and Reuben Munday, BBBSA board member.

### Mentoring Partnership launches due to grants awarded

Grants of \$500,000 from the UPS Foundation and \$350,000 from the Edna McConnell Clark Foundation set goals for a mentoring partnership at 17 pilot sites, in 2000. In 2000, both organizations (Alpha and BBBSA) agreed to, and signed, a Memorandum of Understanding.

### Seventeen pilot sites selected in three groups

Pilot sites were selected with the goal of having sites geographically dispersed throughout the five Alpha regions, and having a strong Alpha Chapter and BBBS affiliate at each selected site. Site visits were made by Alpha and BBBSA staff prior to selection to ensure support from both Alpha and BBBS at the local level. The sites were:

- **Group 1** (August 2000) – Atlanta, Ga.; Charlotte, S.C.; Columbus, Ohio; Houston, Texas; Los Angeles, Calif.; Seattle, Wash.
- **Group 2** (February 2001) – Detroit, Mich.; Hampton and Williamsburg Va.; Lafayette, La.; Memphis, Tenn.
- **Group 3** (August 2001) – Boston, Mass.; Birmingham, Ala.; Las Vegas, Nev.; Little Rock, Ark.; Tampa, Fla.; Newark, N.J.; St. Louis, Mo.

### BBBSA began learning about Alpha members

A survey was sent to 4,720 Alpha members, with 1,165 (23%) responses. The vast majority of Alpha members indicated they knew about BBBS (94%) and had a positive perception of BBBS (92%). (See *Appendix D – Survey Results of Alpha Members*).

### BBBSA supports partnership development through training

Three successful training workshops were held, and attended by the BBBS and Alpha Coordinators. Each session described the program ele-

ments and goals, in addition to experiences and learning from Group 1 Pilot Sites. Training sessions will continue as partnerships are developed locally, and will also be delivered through Alpha University at the regional conventions.

### **The partnership allows BBBSA to focus its efforts in the African-American community**

The Advisory Group on Mentoring Among African American Males was established in 2000, and BBBSA board member Reuben Munday agreed to serve as chair for the Advisory Group. Brother Cornell West is the honorary chair of the group.

### **Alpha Phi Alpha is committed**

Steps demonstrating that commitment include:

- Alpha invited BBBSA staff to attend their five Regional Conventions in the winter/spring of 2001.
- Alpha General President Harry Johnson adopted Mentoring as the highest priority of his administration.
- Harry Johnson spoke at the BBBSA National Banquet, June 2001.
- BBBSA's CEO, Judy Vredenburg, spoke at Alpha's National Convention, August 2001.

### **National Program launches in Spring 2002**

Alpha Chapters and BBBS agencies will be invited to partner around the country based on the learning from the 17 Pilot Sites. This Implementation Guide will be used as a guide to form these partnerships.

## APPENDIX B

## Alpha Phi Alpha and Big Brothers Big Sisters History

### **THE ALPHA PHI ALPHA FRATERNITY**

#### **Alpha Legacy: A Brief History**

Since its founding on December 4, 1906, Alpha Phi Alpha Fraternity, Inc. has supplied voice and vision to the struggle of African-Americans and people of color around the world.

Alpha Phi Alpha, the first intercollegiate Greek-letter fraternity established for African-Americans, was founded at Cornell University in Ithaca, New York, by seven college men who recognized the need for a strong bond of Brotherhood among African descendants in this country. The visionary founders, known as the “Jewels” of the Fraternity, are Henry Arthur Callis, Charles Henry Chapman, Eugene Kinckle Jones, George Biddle Kelley, Nathaniel Allison Murray, Robert Harold Ogle, and Vertner Woodson Tandy.

The Fraternity initially served as a study and support group for minority students who faced racial prejudice, both educationally and socially, at Cornell. The Jewel founders and early leaders of the Fraternity succeeded in laying a firm foundation for Alpha Phi Alpha’s principles of scholarship, fellowship, good character, and the uplifting of humanity.

Alpha Phi Alpha Chapters were developed at other colleges and universities, many of them historically black institutions, soon after the founding at Cornell. While continuing to stress academic excellence among its members, Alpha also recognized the need to help correct the educational, economic, political, and social injustices faced by African-Americans.

### **BIG BROTHERS BIG SISTERS**

#### **History**

Big Brothers Big Sisters began at the turn of the century in 1904, when concerned citizens in many American cities organized programs to stem the rising tide of juvenile delinquency, and to help children who had come before the courts.

Over the years, the approach increasingly shifted from intervention to prevention. In 1917, Big Brother and Big Sister groups had spread to so many communities that a national organization, the Big Brothers Big Sisters Federation, was organized. The federation existed until 1937, when it became a victim of the Depression.

In 1945, a national federation for Big Brothers agencies—Big Brothers of America—was formed. A similar organization, Big Sisters International, was formed in 1970 to serve Big Sisters agencies. In 1977, the Big Brothers and Big Sisters organizations merged into Big Brothers Big Sisters of America and the national headquarters was established in Philadelphia. Today BBBSA provides One-To-One® mentoring relationships between adult volunteers and children primarily from single-parent families in over 500 programs throughout the United States.

### **Mission Statement**

The mission of Big Brothers Big Sisters of America is to make a positive difference in the lives of children and youth, primarily through a professionally-supported One-To-One relationship with a caring adult, and to assist them in achieving their highest potential as they grow to become confident, competent and caring individuals, by providing committed volunteers, national leadership and standards of excellence.

### **Vision Statement**

As the largest national mentoring organization serving children, families and communities, Big Brothers Big Sisters of America has a vision to develop the resources, environment and mechanisms to provide caring adults in the life of every child in need.

Big Brothers Big Sisters of America is the acknowledged leader in building professionally-supported, dynamic relationships which unite children with committed volunteers, primarily on a one-to-one basis.

### **Goals**

The BBBS goal which was established through the National Strategic Growth Plan in 2000 is to support one million one-to-one mentoring relationships annually by the year 2010.

## APPENDIX C

## Pilot Sites and National Contact Information

### PILOT SITES

#### Group 1

<b>Atlanta, Ga.</b> .....	Nu Mu Lambda – Alumni
BBBS of Metro Atlanta (404) 527-7600	Mu Alpha – Emory University
<b>Charlotte, NC</b> .....	Beta Nu Lambda – Alumni
BBBS United Family Services (704) 337-3963	Mu Tau – University of North Carolina/Charlotte Alpha Omicron – Johnson C. Smith
<b>Columbus, Ohio</b> .....	Alpha Rho Lambda – Alumni
BBBS Association of Greater Columbus (614) 839-2447	Omicron Rho – Columbus Citywide Chapter Delta Upsilon – Miami University
<b>Houston, Texas</b> .....	Xi Kappa Lambda – Alumni
BBBS of Greater Houston, Inc. (713) 271-5683	Delta Theta – Texas Southern University Eta Mu – University of Houston-Central
<b>Los Angeles, Calif.</b> .....	Beta Psi Lambda – Alumni
BBBS of Greater Los Angeles and the Inland Empire (323) 933-5749	Gamma Xi – University of California Los Angeles (UCLA)
<b>Seattle, Wash.</b> .....	Zeta Pi Lambda – Alumni
BBBS of King & Pierce County (206) 763-9060	

#### Group 2

<b>Detroit, Mich.</b> .....	Gamma Lambda – Alumni
BBBS of Metropolitan Detroit (248) 569-0600	Alpha Upsilon – Wayne State University
<b>Hampton, Va.</b> .....	Zeta Lambda – Alumni
BBBS of the Peninsula, Inc. (757) 827-0110	



**Lafayette, La.** ..... Eta Gamma Lambda – Alumni  
 BBBS of Acadiana, Inc. Zeta Xi – University of Louisiana  
 (337) 269-0454

**Memphis, Tenn.** ..... Alpha Delta Lambda – Alumni  
 BBBS of Greater Memphis Kappa Eta – University of Memphis  
 (901) 323-5440 Beta Xi – LeMoyne-Owen College

**Group 3**

**Boston, Mass.** ..... Epsilon Gamma Lambda – Alumni  
 BBBS of Massachusetts Bay  
 (617) 956-0213

**Birmingham, Ala.** ..... Mu Psi Lambda – Alumni  
 BBBS of Greater Birmingham Tau Iota – Samford University  
 (205) 942-8007 Gamma Kappa – Miles College

**Las Vegas, Nev.** ..... Theta Pi Lambda – Alumni  
 BBBS of Nevada, Inc. Sigma Psi – University of Nevada at Las Vegas  
 (702) 731-2227

**Little Rock, Ark.** ..... Pi Lambda – Alumni  
 BBBS of Central Arkansas Kappa Psi – University of Arkansas at Little Rock  
 (501) 374-6661 Gamma Delta – University of Arkansas at Pine Bluff  
 Theta Psi – University of Central Arkansas

**Newark, N.J.** ..... Kappa Theta Lambda – Alumni  
 BBBS of Greater Newark  
 and Essex County  
 (973) 242-1142

**St. Louis, Mo.** ..... Epsilon Lambda – Alumni  
 BBBS of Greater St. Louis and Alpha Eta – Washington University  
 the Mentoring Inst.  
 (314) 361-5900

**Tampa, Fla.** ..... Gamma Zeta Lambda – Alumni  
 BBBS of Tampa Bay, Inc. Theta Gamma – University of South Florida  
 (813) 287-2210 Rho Xi – St. Leo University

**BBBSA NATIONAL CONTACT**  
 Dionne Vernon  
*Director of Volunteer Development*  
 230 North 13th Street  
 Philadelphia, Pa. 19107-1538  
 (215) 567-7000 ext. 5161 (voice mail)  
 E-mail: [alpha@bbbsa.org](mailto:alpha@bbbsa.org)

**ALPHA NATIONAL CONTACT**  
 Rollin Jackson  
*Director of Educational Activities*  
 2313 St. Paul Street  
 Baltimore, Md. 21218  
 (410) 554-0400  
 E-mail: [rjackson@hq.alpha-phi-alpha.org](mailto:rjackson@hq.alpha-phi-alpha.org)

## APPENDIX D

## Survey Results of Alpha Members

### Findings and Inferences from the Survey of Alpha Phi Alpha Members

*March, 2000*

In March 2000, 4,725 members of Alpha Phi Alpha were surveyed to determine their perceptions about mentoring and their readiness to volunteer. There was a 23% response rate with 1,165 responses. Of these, 99 (8.5%) were college brothers and 1,066 were alumni brothers. The complete survey results are available on request. Significant findings and inferences included

1. Ninety-four percent (94%) said they knew about BBBS and, of these, 92% had a positive perception of BBBS. *Inference:* There is much positive good will for the program to build on.
2. Fifty-six percent (56%) believe that their community has a mostly positive view of BBBS. Thirty-five percent (35%) said they did not know how their community perceives BBBS. *Inference:* There is a need for broader marketing of BBBS among Alpha members and in the African American community.
3. Twenty-three percent (23%) said BBBS had approached their Chapter (46% didn't know); 17.1 % said their Chapter was currently working with BBBS. *Inference:* A significant percentage of Alpha Chapters already have a certain level of cooperation.
4. The average amount of time respondents devote to community service is 5.4 hours per week for college brothers and 6.5 hours for alumni. *Inference:* The men are already devoting a significant amount of time to volunteer work.
5. When asked “under what circumstances would you mentor?”, 64.5% said they would if they could engage in activities with other mentors and mentees. The next highest response rate—members saying they would do activities on their own—was 39.2% . *Inference:* There needs to be a strong group component to the program — a mixture of mentors and mentees getting together in groups and on their own.
6. When asked what age level children members would want to be involved with, members responded just about equally for elementary, middle, and high school students. Among the college brothers there

was some preference for working with high school students. *Inference:* Pilot programs should aim to involve youth of all ages, not just one target age.

7. Factors which would discourage mentoring: 30.7% (15.2% for college brothers) listed “other volunteer commitments;” 28.9% listed “not enough time;” 23.2 % (16.2% for college brothers) listed “already mentoring;” 9% (32.3% for college brothers) listed “funds.” *Inference:* Time is of the essence. Program components, which fit mentoring activities into the mentors’ present activities, are desirable. Money is important for college students. Keep activities simple and inexpensive.
8. When ranking volunteer activities mentoring/tutoring was the most popular. Go-to-High School, Go-to-College was the most popular Alpha program. *Inference:* Alpha members like mentoring. In what ways can we couple mentoring into Go-to High School, Go-to-College?

### General Conclusions

These survey responses would indicate there is much positive feeling among Alpha members about BBBS and about mentoring. There is willingness to volunteer especially if the program can address the issue of time and money. There is good reason to move forward to develop the specifics of the program model.

## APPENDIX E

## Pilot Site Case Studies

### **BBBS of Central Arkansas – Little Rock, Ark.**

#### **Coordinator - Carole Delaney**

Marq Golden, the Alpha Coordinator, and I were responsible for setting up the first Alpha Orientation and Interview at the Alpha Alumni Fraternity House. BBBS had four staff members to assist with the volunteer enrollment process. There were seven possible Alpha volunteers on site. It took approximately five weeks to match our first Alpha from the first date of orientation. I took the leadership upon myself and presented a proposal to my boss to consider me for the BBBS Coordinator.

A key challenge that BBBS faced in the beginning was that some of the Alphas did not submit the required documentation to expedite the enrollment process. However, this was addressed by having regular meetings with the Alpha Coordinator, informing him on who had not submitted the required information and the information that was needed.

Since the Alpha project began, the guardians of the matched Little's have responded to the program in a positive manner. Many have been so pleased with our program that they have referred friends and other family members to enroll their children in the BBBS program. Each of these parents has requested that their child be matched with an Alpha member.

The activities that the Alphas have been involved in are: Alpha Clean up day (69% participation); Family Day out Alpha Bowling (78% participation); BBBS Christmas Party (69% participation); Alpha Big Brother, Little and parent gathering (69% participation). The one-to-one relationships have been a positive experience. The Alphas conduct individual tutoring, conflict resolution, and discussion about college, to name a few. There is an equal amount of Alumni and local college Chapter participation.

—CAROLE DELANEY

### **Big Brothers of Massachusetts Bay – Boston, Mass.**

#### **Coordinator – Christyanna Egun**

The collaborative mentoring program between Alpha Phi Alpha Fraternity Epsilon Gamma Lambda Chapter and Big Brothers of Massachusetts Bay (BBMB), while initially a slow process, has created a strong

respect and appreciation for the mission and work being done by both our organizations.

Dr. David Biggs coordinates the Alpha efforts of the collaboration and I, Christy Egun, coordinate the work for BBMB.

David and I began with program planning and setting a calendar for potential events at BBMB's main downtown office. This allowed David the opportunity to meet key individuals who would be instrumental in working with Alpha as they matriculated through our enrollment process. I attended Epsilon Gamma Lambda's first general Chapter meeting of the year and conducted a general information session and overview of our program. Dr. Biggs also spoke to the national initiative and the importance that Alpha's grand Chapter placed on this collaboration. Also, at this first meeting, I received applications and set up tentative first interviews for Alpha volunteers.

A week after that meeting, David and I sent letters to all financial and non-financial (70) Chapter members again, introducing the program and providing detailed information as to how a volunteer could get involved. As a follow-up to the letter, Dr. Biggs made personal phone calls to all members, attempting to engage interest and filter questions about the initiative.

On October 10, 2001, the agency had a match activity event to the Boston Celtic's pre-season opener basketball game. We invited any interested Alpha member to attend as a way to interact and observe Bigs and Littles in action. Through this appeal, we were able to interest a few potential Alpha volunteers to attend and engage with current active matches.

I would say that working with a small Chapter has limited our ability to truly work towards matching 50 Alpha members and or friends of Alpha members by the end of the fiscal year. One of the key successes, however, in terms of keeping the Alpha/Big Brothers collaboration prominent with members, is that Dr. Biggs has graciously invited me to many of their ongoing activities. From their Founders Day program to Alpha poetry readings, I've been a presence at many of their events. Additionally, the Chapter's president is going through the process of being matched, and this is a powerful endorsement: if he can commit a "couple of hours" every other week than others should be able to do the same.

—CHRISTYANNA EGUN

## **Eta Gamma lambda/Zeta Xi – Lafayette, La.**

### **Alpha Coordinators – Shawn Wilson and Shelton Evans**

**S**hawn Wilson and Shelton Evans were both responsible for setting up the initial meeting for the Alpha members to begin the recruitment

process. Approximately 13 Alpha members from two Chapters attended the Kickoff Meeting, and within one week, Shelton became the first Big Brother of the Chapters.

The coordinator, Shelton, was selected by Alpha members because of his unique situation as both an Alpha member and also an employee of BBBS. The fact that Shelton worked for BBBS as a recruiter made the program much more effective. He was instrumental in expediting the volunteer enrollment process, due to his consistent communication with his fraternity. In addition, there was consistent follow-up and involvement from the BBBS case managers.

The key challenge was getting buy-in and participation for the program activities. This was due to the lack of program-specific promotional materials. However, we were able to eventually work around this issue.

The Alphas became involved in BBBS events, as well as Alpha specific activities. They attended the BBBS annual picnic, a college football game, the local parish jail, BBBS annual Halloween and Christmas parties, and they also did a school overnight “lock-in.” These were all monthly activities.

Approximately twenty-five to forty percent regularly attended the events, and the overwhelming majority of relationships are doing extremely well. The Go-to-High School, Go-to-College programs are being emphasized the most. The Littles are learning about giving back to their community, and community service involvement.

Overall the program has been a great success, primarily due to the efforts of the Alpha and BBBS team who constantly worked together to keep the program moving forward.

—SHAWN WILSON & SHELTON EVANS

## APPENDIX F

## Big Brothers Big Sisters and Alpha Phi Alpha Graphic Marks

Big Brothers Big Sisters and Alpha Phi Alpha both have “brand equity” in distinctive graphic marks. The BBBS mark comprises a logo (two figures) and a logotype (the words Big Brothers Big Sisters of America). The APA mark is the shield as shown on the cover of this Guide.

These marks are recognizable by constituents of APA and BBBSA. Early in the development of the APA – BBBS Partnership, it was jointly decided that to help increase mutual brand equity, we would not compromise either of these images by creating another, competitive, mark to represent the program. The two marks may be used together on materials, as they are in this Guide.

### The Partnership Name

The official “construction” of the program name when used in text is “Alpha Phi Alpha – Big Brothers Big Sisters Partnership.” Please note the use of a long dash (called an “en dash”) with space on either side between the titles. Please do not use a slash.

### Technical Aspects of Use

As with any graphic identity, there are official guidelines and standards for use of the BBBS and the APA marks. Simply stated, neither should be modified, redrawn, repositioned, recolored, or incorporated into another mark or image. Leave space around each mark when printing so that they remain recognizable and distinctive.

To obtain a printable copy of the BBBS mark, contact the BBBSA National Office at (215) 567-7000 or at [national.bbbsa.org](http://national.bbbsa.org). To obtain a printable copy of the APA mark, contact William Lyle at (410) 554-0040, or [Wlyle@hq.alpha-phi-alpha.org](mailto:Wlyle@hq.alpha-phi-alpha.org).

### Colors and Inks

The official colors of Alpha Phi Alpha are Pantone 872 metallic gold and black. The colors of Big Brothers Big Sisters are 138 gold and 548 teal, primarily, and also include 361 green, warm red, process blue, 2592 purple, rhodamine red, and 123 yellow. The BBBS mark may also appear in metallic gold.

These color specifications are what is known in industry terms as “spot” colors. For specific guidelines for use of color, please contact the BBBSA National Office at the numbers given above.