



Dear Friends,

We are thrilled to announce to our CBSBB family that the organization has been undergoing an in-depth re-branding process, which has truly been an exciting opportunity to reflect on our 116 year legacy, as well as how our identity continues to evolve to best serve NYC children and families.

In 2018 and beyond, our new name aims to be as inclusive as possible - making clear to all that we have always and will continue to be welcoming to people of diverse backgrounds and walks of life, including individuals of all faiths, races, gender identities and sexual orientation, while also featuring both mentors and mentees at the forefront of our brand. Please join me in celebrating the launch of our agency name: Bigs & Littles NYC Mentoring.

Our tagline: 'Strengthening children and families since 1902' highlights our focus on the whole, entire family - that is central to our mission and to our approach to effectively supporting NYC parents and youth who come to our doors, while also underscoring our long history of deep and meaningful impact in the community.

As a donor and volunteer-based organization, we depend on dedicated volunteers and supporters to be able to advance our mission - thank you for your ongoing partnership in uplifting vulnerable NYC children and families. I am also taking this opportunity to share our summer highlights [newsletter](#), featuring recent successes that would not have been possible without your help. Please feel free to reach out if you have any questions, and I look forward to speaking with you soon.

We will be doing a press release over the next couple of weeks to share more details of our re-branding process. Also, stay tuned as we finalize our new logo.

Best,
Vidhya Kelly
Executive Director