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CHILDREN'S BOARD, BAISDEN FOUNDATION DONATE TO MINORITY YOUTH MENTORING PROGRAM

TAMPA, FL – The Children's Board of Hillsborough County is announcing with the Michael Baisden Foundation that it will match the foundation's donation of \$5,000 to help recruit more minority mentors for minority youth involved in the Big Brothers Big Sisters of Tampa Bay, Inc. program

The formal announcement of the gifts will come at a town hall event hosted by Baisden at 7:30 p.m. March 3 at Latam in Ybor City. Children's Board Chair Valerie Goddard will present the board's donation and will be on a panel commenting about helping youth succeed.

Baisden is a nationally syndicated urban radio personality doing a nationwide bus tour for his *One Million Mentors Campaign* and *Save Our Kids* campaigns. he has teamed with Tampa radio station WTMP for a taping of his radio show and the evening town hall meeting.

The focus of the One Million Mentors Tour is to encourage more adults—especially men-- to get more involved in their own community. With African American boys disproportionately representing the children waiting to be matched with volunteer 'Bigs', Baisden along with the 100 Black Men and several African-American fraternities are working to spread the word that volunteers—and dollars—are needed in this effort.

Big Brothers Big Sisters helps vulnerable children beat the odds. The organization depends on donations to help conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships, key to successful mentoring. Last year, more than 2,100 children in Hillsborough, Pasco and Polk were matched with a volunteer 'Big'. Independent research shows that children paired with a mentor do better in school and are less likely to be involved in the juvenile system. Learn how you can change how children grow up in Tampa Bay by visiting www.bbbsfl.org or call (813) 769-3600.

The Children's Board of Hillsborough County serves as the leading voice and advocate for children and families in our community. The board is the only organization of its kind in Hillsborough County that generates revenue to help children and families. The Children's Board is recognized nationally for its contributions to best practices in policies and programs aiding children and families. Citizens may visit www.childrensboard.org to learn more about the board's programs.