



Media Contact:
Brenda Frachiseur, CEO and Executive Director
530.626.1222
Brenda@bbbsns.org

Media Alert

Big Brothers Big Sisters of Northern Sierra Sees Busy Start to 2022 Serving Northern Sierra's At-Risk Youth

Over \$35,000 raised in Agency's First-Ever Drive Through Crab Feed Fundraiser, Communities Come Together to Open New BBBSNS Office; Other Initiatives Announced

Placerville, CA—Big Brothers Big Sisters is off to a busy and successful start for 2022 despite the challenges a worldwide pandemic presented to non-profits across the state.

BBBSNS held their annual crab feed fundraiser last month and raised nearly \$35,000, a remarkable feat given a surge in COVID-19 Omicron and Delta variants at the time of the event. To protect attendees' safety and health and follow all current CDC, state and local protocols, the fundraiser was converted into a fun, unique drive-through experience held at the El Dorado County Fairgrounds.

"The theme for the fundraiser was 'We are all "Crabby" about COVID too, but our kids still need the support of our community!' and it was an incredible amount of support we received," said Brenda Frachiseur, CEO and Executive Director. "The official event name was "California Coastal Crab Cruise" where attendees winded their way along the "California coast" and made fun stops including an opportunity to spin a wheel to win a premier bottle of wine; a stop to participate in a raffle and a stop that hosted a game of plinko for a dessert- all done from the safety and warmth of people's cars."

The community also came together for BBBSNS' new office ribbon-cutting held last month in Downtown Placerville.

"It was a huge turn out and we had everybody there," continued Frachiseur. "All three Chambers of Commerce- El Dorado County, El Dorado Hills and Cameron Park/Shingle Springs."

El Dorado County's Board of Supervisors, incoming El Dorado County Sheriff and County Assessor and the City of Placerville's Auditor, City Manager, Mayor and Superintendent of Schools were among the nearly 100 people in attendance.

BBBSNS has also kicked off a Capital Campaign called "Building Brighter Futures and Better Communities". The two-year campaign aims to pay off the mortgage of BBBSNS'

new office, which will free up more funds for the children and families the agency serves.

“We believe if we can help our children become healthy and whole, they will create better communities,” said Frachiseur. “ And one of the ways to support the next generation of potential is by lowering our costs as a non-profit to ensure the maximum amount of funds goes to our kids.”

\$90,000 has been raised so far thanks to generous donors Ron Mittelstaedt, Gary Ladry and the Batsel Foundation. The total remaining balance of the mortgage is \$280,000. The Chair of the campaign is BBBSNS Board Member Sue Vandelinder of El Dorado Disposal.

“If we raise \$500 per child we serve over the next two years, we will raise enough to pay off the mortgage and free up more support for our communities in need,” said Frachiseur.

#Defenders of Potential

About Big Brothers Big Sisters of Northern Sierra

Big Brothers Big Sisters of Northern Sierra was incorporated in 1977 and is an affiliate of Big Brothers Big Sisters of America. Serving children ages 3 to 18.