



GREAT FUTURES

The Campaign for America's Kids



AMERICA'S KIDS ARE IN CRISIS.

Boys & Girls Clubs of America has embarked on a bold journey:
to launch a new era of positive social impact for our nation's young people most in need.

WHY IS THIS EFFORT NEEDED, AND WHY NOW?

A few key statistics paint a compelling picture.



1 OUT OF 5 LIVES IN POVERTY
IN THE GREATEST NATION IN THE WORLD.



3 OUT OF 10 WON'T GRADUATE ON TIME
THE RATE IS 5 OUT OF 10 FOR MINORITY YOUTH.



**AMONG 34 DEVELOPED NATIONS,
THE UNITED STATES RANKS:**

14TH IN READING
17TH IN SCIENCE
25TH IN MATH



3 OUT OF 10 ARE OVERWEIGHT OR OBESE
AND THE RATE CONTINUES TO INCREASE.



**1 OUT OF 4 GIRLS WILL EXPERIENCE
SEXUAL ABUSE BY AGE 18**
THE RATE FOR BOYS IS 1 OUT OF 6.

The needs are urgent, and growing.

Without strategic action, these issues will become even larger liabilities for our nation.

Boys & Girls Clubs of America is the **only** organization with the **reach**,
strength and **proven track record** to lead a transformational, collaborative initiative
that will effectively address these issues on a national basis.

But we need your help.



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Boys & Girls Clubs of America will lead a bold nationwide agenda to improve the lives of America's kids most in need.

The **Great Futures Campaign** will drive a targeted plan to address **academic success, character and health** – three critical areas that will have profound impact on the future success of our young people, and our nation.

WHY BGCA?

UNPARALLELED REACH

Clubs serve some **4,000 communities, reaching nearly 4 million young people**. A large proportion live in high-risk neighborhoods and family circumstances, where the needs are greatest.

152-YEAR TRACK RECORD

The Boys & Girls Club Movement began in 1860, helping impoverished kids in New England cities during the Industrial Revolution and Civil War. An estimated **30 million** youth have benefitted from the Clubs over the past 152 years.

LIFE-SAVING IMPACT

In a Harris survey:

- **90%** of Club alumni said they graduated from high school vs. **70%** of youth overall.
- **62%** "The Club helped forge my commitment to complete my education."
- **80%** "The Club had a positive impact on my health and fitness."
- **81%** "The Club helped me develop a sense of responsibility to give back to my community."
- **57%** "The Club saved my life."

PROVEN FORMULA

Clubs provide a safe facility, professionally-trained staff, daily access, effective youth development programs, and affordability – **dues average just \$20/year**. No child is turned away. Parents can depend on the Club.

PROGRAMS THAT WORK

BGCA's programs have been recognized for their life-changing impact.

- **Power Hour** after-school homework help program.
- **SMART Moves**, teaching responsible decision-making.
- **Triple Play** health, nutrition and fitness program.
- **Youth of the Year**, recognizing leadership and character.

These are just a few of the nationally-recognized programs that help change and save lives.

HIGH ROI

The average cost **to incarcerate a juvenile is \$50,000 per year**. The average cost to provide the services of a Boys & Girls Club to a young person is **\$500 a year**. Clubs deliver a huge return on investment for our communities and nation.

EFFICIENT USE OF DONOR DOLLARS

BGCA applies **87.4%** of its dollars to programs and services provided directly to local Clubs. The ratio of "dollars raised by BGCA and passed through to local Clubs" to "dues paid to BGCA by local Clubs" is **27-to-1**, an unprecedented ROI in the nonprofit sector.

RECOGNIZED LEADERSHIP

The *Chronicle of Philanthropy* has ranked BGCA as the **#1 youth organization** in philanthropic support for 18 consecutive years.



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THE GREAT FUTURES VISION

To assure success is within the reach of every child who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

A CAMPAIGN TO TRANSFORM A GENERATION

America's tomorrow will be shaped by how we respond to the issues and opportunities facing our youth today. They are America's next generation of citizens, leaders and workers. Yet too many are falling behind.

We have the option to act now and plant the seeds of a great future for our nation; or stand by and witness a future of continuing decline.

There is no other organization with the mission, track record, broad reach and serious commitment to tackle this challenge.

If Boys & Girls Clubs of America does not embrace this agenda, and do it now, who will?

THE GREAT FUTURES CAMPAIGN

A six-year, \$450 Million comprehensive private sector campaign to change and save the lives of more young people in need.

"Boys & Girls Clubs of America is an astonishing success story....(it) is a model of a well-run organization. Boys & Girls Clubs have become a vital part of the social safety net. They need to be seen as important and cutting-edge investments in the future."

Jonathan Alter
Journalist and Author



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A CAMPAIGN TO CHANGE AND SAVE LIVES

Boys & Girls Clubs of America (BGCA) is poised to launch a new era of transformation and advancement, one that builds on the Movement's unparalleled size and scale to create great futures for millions of young people. The **Great Futures Campaign** has four major goals:

1 ELIMINATE THE DROPOUT CRISIS

BGCA HAS JOINED WITH OTHER YOUTH DEVELOPMENT LEADERS IN SETTING A BOLD NATIONAL GOAL TO CUT THE DROPOUT RATE IN HALF BY 2018.

Clubs will work in partnership with schools and parents to maximize the out-of-school hours to enhance academic performance and success. Clubs have proven their impact in this critical role.

- **90%** of Club alumni report having graduated from high school. (Current national rate: 70%)
- **62%** "The Club helped me become more committed to my education."
- **45%** "The Club helped me graduate from high school."
- **28%** "I would have dropped out of high school if not for the Club."

2 BUILD CHARACTER, FUTURE LEADERS AND ENGAGED CITIZENS

SUPPORTIVE RELATIONSHIPS WITH CARING ADULT MENTORS, AND PROVEN CLUBS PROGRAMS, INSTILL A MORAL COMPASS THAT CAN DRAMATICALLY INFLUENCE YOUNG PEOPLE'S ATTITUDES AND BEHAVIOR. KIDS GAIN LASTING LEADERSHIP SKILLS, WHILE LEARNING FIRST-HAND ABOUT CITIZENSHIP AND THE VALUE OF COMMUNITY SERVICE.

- **85%** of Club alumni said the Club taught them right from wrong
- **77%** "The Club taught me leadership skills."
- **81%** "The Club helped me develop a sense of responsibility to give back to my community."
- **67%** "The Club helped me avoid difficulty with the law."

3 ATTACK THE YOUTH OBESITY EPIDEMIC

TARGET KIDS MOST AT RISK. CLUB MEMBERS WILL EXCEED NATIONAL FITNESS BENCHMARKS BY 10% BY 2018.

BGCA's health and fitness programs are effective, with proven impact in helping kids develop healthier lifestyles.

- The Triple Play health and fitness program has proven to increase physical activity, knowledge about nutrition, and consumption of healthy foods.
- **80%** of Club alumni report the Club had a positive impact on their health and fitness.
- **67%** report the Club helped them make responsible choices about drugs and alcohol.

4 EXPAND OUTREACH TO THOSE MOST IN NEED

DEEPEN CLUB IMPACT IN COMMUNITIES WHERE ACADEMIC IMPROVEMENT, CHARACTER DEVELOPMENT, AND ANTI-OBESITY EFFORTS ARE NEEDED MOST.

- The Movement will grow to 4,300 Clubs and annually serve 4.4 million through Club membership and community outreach.
- The Great Futures Impact Plan will drive a **50%** increase in average daily attendance over six years.



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BGCA'S GREAT FUTURES AGENDA WILL TRANSFORM LIVES BY TARGETING THREE PRIORITY AREAS:

ACADEMIC SUCCESS – Increase grade-level advancement and cut the high school dropout rate in half by 2018.

GOOD CHARACTER AND CITIZENSHIP – Increase community service and reduce juvenile crime rates.

HEALTHY LIFESTYLES – Increase positive behaviors and decrease drug use and obesity rates.

THREE KEY STRATEGIES TO DRIVE CHANGE:

THE CLUB IMPACT STRATEGY

Preparing Our Young People For Life-Changing Transformation

\$191M

BGCA's Formula For Impact Provides the Mentorship and Targeted Programs That Change Kids' Lives

- **Academic Success:** Literacy, Tutoring, Homework Help, Summer Learning, STEM, Arts, Financial Literacy, College Prep, Job Preparation, Career Exploration
- **Good Character and Citizenship:** Youth of the Year, Community Service, Civics Education, Leadership Clubs, Gang Prevention
- **Healthy Lifestyles:** Fitness, Nutrition, Drug and Alcohol Prevention, Healthy Cooking and Meals, Child Protection and Safety
- **Increase Membership and Frequency of Attendance: Impacting the Lives of More Kids, More Often**

THE CLUB LEADERSHIP STRATEGY

Creating Strong Board/Professional Teams to Drive Impact and Growth

\$106M

BGCA's Leadership University Will Transform Local Leadership to Create Strong Organizations

- Schools of Executive and Board Leadership Help Build High-Quality Local Organizations
- Sharp Focus on Efficiency, Operational Standards, Financial Systems, Technology Utilization
- **National Youth Outcomes Initiative** Will Provide Evidence, Assure Measurable Impact

THE CLUB ADVANCEMENT STRATEGY

Helping Local Clubs Build a Powerful, Sustainable Base for Long-Term Success

\$153M

BGCA's Resource Development Plan Provides Clubs with Solid Financial Formula

- Results-driven Programs and Training for Local Clubs in Individual Giving, Major Gifts, Planned Giving
- Powerful Support Delivered via Cause Marketing, Alumni Activation, Brand Campaign
- **BGCA Will Pass-through More Than \$1 Billion** in Federal, State and Private Sector Funds to Clubs



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HOW DO BOYS & GIRLS CLUBS SAVE AND CHANGE LIVES?

MEET THREE YOUNG PEOPLE WHO BUILT THEIR GREAT FUTURES AT THE CLUB.



FROM ABANDONMENT TO ABUNDANCE

Nick Foley – Pittsburgh

Nick was abandoned by his mother before he was 7 years old, forcing him to live in a series of foster homes. He felt lost and hopeless, until he found the Sarah Heinz House Boys & Girls Club. Fun, friends and mentors at the Club gave Nick a critical sense of stability, and he flourished – as an athlete, scholar and youth leader. In September of 2011 in Washington, D.C., Nick was named the 2011-12 BGCA National Youth of the Year. Today he is a freshman at Penn State University, majoring in engineering.

“My Club is the most amazing thing I’ve ever been a part of. Since the first time I saw the place, I knew it was where I belonged.”



NO HOUSE TO THE WHITE HOUSE

Mona Dixon – Tempe, Ariz.

For much of her youth, Mona was homeless. She moved from one shelter to another with her mother, sister and brother. At one point, her home base was a cardboard box, where she did her homework by street light. But then Mona discovered the Boys & Girls Clubs of the East Valley. The Club staff gave Mona new hope. Before long, she was teaching younger Club kids the value of community service. She organized food drives, led clean-ups of local parks, and read to children at a shelter where she once lived. Mona’s life came full circle when she became the 2010-11 National Youth of the Year. Now a sophomore at Arizona State University, she is majoring in business.

“The Boys & Girls Club is my home away from home. It brought stability to my life.”



LEARNING THE LANGUAGE OF OPPORTUNITY

Carolina Correa – Pawtucket, R.I.

Carolina came to the United States from Colombia at the age of 12, unable to speak a word of English. She felt afraid and overwhelmed by all that awaited her in a new and strange country. Her dad was sick with kidney failure and her mom worked two jobs, so there was no one to take care of her. Then one day, Carolina walked through the door of the Boys & Girls Club of Pawtucket. The Club staff taught her English and helped her understand the importance of getting an education. Carolina also discovered her talent for aquatics at the Club, being named “Most Valuable Swimmer” three times. As the 2009-10 National Youth of the Year, Carolina is the first Latina to be so honored. An aspiring child psychologist, she attends Assumption College in Worcester, Mass.

“Coming from another country was a traumatic experience. It was at the Boys & Girls Club where I met my first friend, learned English and felt accepted. It is truly an honor to be a part of such a great family.”