BOYS & GIRLS CLUBS AT WILLIAMS

A SNAPSHOT OF BOYS & GIRLS CLUBS OF SPRINGFIELD'S NEW ENDEAVOR TO ENSURE GREAT FUTURES.
ABOUT US
The Boys & Girls Clubs of Springfield are committed to enabling all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Imagine a place where who you are, where you're from, or the circumstances that surround you don’t determine your access to experiences or opportunities. Boys & Girls Clubs of Springfield are making that vision a reality — right here in our community.

OUR PROGRAMS
The Club offers daily access to a broad range of programs in five core program areas: The Arts Character and Leadership Development, Education and Career Development, Health and Life Skills Sports, Fitness and Recreation. Giving the youth of the community the proper tools they need to become successful students and citizens is an important part of our mission.

OUR APPROACH
We never take a single approach to help kids succeed. It takes caring mentors, such as our trained Club staff. It takes a safe place, like our Clubs that are consistently there for the kids they serve. It takes innovative, quality programs designed to empower youth to excel in school and lead healthy, productive lives. We do whatever it takes to ensure all kids have a great future.

THE NEED IN OUR STATE
Every day, 503,607 kids in Missouri leave school with nowhere to go. They risk being unsupervised, unguided and unsafe (After-School Alliance).

OUR CURRENT REACH
- 5 Units, 6 Programs
- 123 Adult Staff Members
- 5,500 Youth served through outreach
- 2,500 registered Club members
THE CLUB @ WILLIAMS ELEMENTARY

OUR MISSION
To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

OUR OPPORTUNITY
With the recent bond issue passing, we have the opportunity to strengthen our partnership with Springfield Public Schools. Williams Elementary will be undergoing a renovation and reconstruction. We have the opportunity to build a Club, similar to the Sertoma Unit, at Williams.

WHY WILLIAMS?
Enrollment: Will be 100 Pre-K and 350 K-5
F/R Lunch Rate: 87%,
ELA Below: 48% and Math Below: 46%
Feeder: Hillcrest High School
Neighborhood: Tom Watkins
Median Household Income: $28,271
Below Poverty Level: 40%
College Graduation or Higher: 7%
City Zone: One

POTENTIAL TIMELINE
November 2019: Campaign Committee Formation
November 2019-May 2020: Design & Bid
January 2020-August 2021: Campaign Runs
June 2020-May 2021: Construction (June 2020-first payment)
August 2021: Club Opens

ESTIMATED COST
Architect fees: $70,000
Construction: $900,000 (4,000 square feet x $225 per SF)
Furniture: $20,000
Two-Year Operations Budget: $510,000

TOTAL: $1,500,000

SUSTAINABILITY PLAN
- Potential for other Clubs in schools to generate revenue.
- Williams Endowment, new fundraiser event, legacy donors for Williams.

GREAT FUTURES START HERE.
OVERALL PARTNERSHIP BENEFITS

We believe this partnership with Springfield Public Schools will provide many benefits to members, families, and the community.

We anticipate:

- Providing a high-quality, targeted before and after school program for kids who are currently undeserved and at-risk. This program is balanced to allow members to feel safe, have fun, receive a hot meal, and engage in a vast number of learning opportunities.
- Increasing math and ELA test scores. We understand the needs at Williams Elementary and with targeted programs, we intend to improve test scores and cultivate a love for learning after school.
- Exposing at-risk children to the importance of environmental awareness and sustainability, ethical leadership and civic engagement, workforce development, healthy lifestyles, and outdoor time through intentional programming, field trips, and meaningful opportunities.
- Continuing the aligned partnership that mutually benefits the each entity.

AGENCY ALIGNMENT

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<tr>
<th>SPS</th>
<th>BGC</th>
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<tr>
<td>Embrace the needs of the whole child.</td>
<td>We work hard to collaborate with others to holistically serve our kids and families.</td>
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<td>Create, communicate and demonstrate high expectations.</td>
<td>97% of Club members reported that they understand staff expectations at the Club. (NYOI Survey)</td>
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<td>Demonstrate flexibility, agility and adaptability.</td>
<td>As Club staff, our core values require that we are: member-centered, adaptable, accountable, relevant, intentional, and altruistic.</td>
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<td>Foster a culture that supports and engages high-quality teachers and leaders.</td>
<td>We hire youth-minded individuals with a passion for making the world a better place for kids. Each staff is trained/working in their passion/strength.</td>
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<td>Cultivate community ownership.</td>
<td>Members have voice and choice about what happens in our Clubs. We cultivate buy-in, pride, and ownership among our families and kids.</td>
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<td>Maintain a safe and secure learning environment.</td>
<td>82% of surveyed Club members reported that they feel emotionally safe at the Club and 62% reported they felt physically safe. All of our Units have secure entrances and conduct regular safety drills.</td>
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<td>Engage all staff to positively impact student success.</td>
<td>“Ensuring staff understand the role they play in member success is a vital part of our culture. We not only owe this to our team members, but we owe it to our kids.” - CEO, Brandy Harris</td>
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"It’s difficult for me to explain the Club’s impact because so much of it is intangible. When I think of the woman I’m today, I am confident that I can contribute many of my successes to the Club. It has inspired me, taught me to take action, and has enabled me to believe that I am capable of great things.”

-Sydney Schader 2019 Youth of the Year
ANTICIPATED RESULTS

WORKFORCE DEVELOPMENT: The “skills gap” in the United States is serious (McKinsey & Company, 2019). We believe it is our duty to expose Club members, especially those who come from at-risk circumstances, to the kinds of opportunities that can become their future. Through workforce development programs and experiences for both members and families, we anticipate a positive community impact.

ETHICAL LEADERSHIP DEVELOPMENT: Fostering the innate need to lead, teach and care for others is fundamental to creating a just and moral society. The nurturing begins early in life and becomes especially vital during the adolescent years, when peer pressure and the need to belong are heightened (Martenik, 2017). We intend to equip members with exposure to leadership opportunities, ethical leadership training, Torch Club chartering, and more.

FAMILY ENGAGEMENT: We want the skills learned in this program to transcend beyond the Club walls. We intend to involve families in many opportunities to not only build familial relationships, but to also engage the adults in this unique community.

ACADEMIC SUCCESS: The math achievement levels of U.S. students fall far behind those of other developed nations. Students who are falling behind come predominantly from high-poverty and high-minority areas (Balfanz & Byrnes). Springfield Public Schools Superintendent, Dr. Jungmann, reported in October 2019, "It remains to be our biggest struggle is to figure out how to consistently drive improvement in math." By offering tutoring, homework help, and targeted programs, we anticipate improving overall academic performance, increase standardized testing scores, and fostering a love for learning.

IMPROVED DISCIPLINE: We believe that by forming positive relationships with trusted adults, developing a structured process by which children are held accountable, and by providing a safe, engaging environment, member discipline will improve. The U.S. Library of Medicine reports that in order for discipline to be effective, it must be consistent, fair, and administered by a trusted adult. In 2018, 76% of our Club members reported they had optimal relationships with staff, more that 20% higher than the national average.

ADDRESSING NEGATIVE TRENDS: Many Williams students are at-risk of academic underachievement, juvenile delinquency, teen pregnancy, and other negative outcomes. We have developed a targeted approach and believe that the Club exists to address these trends. With your support, we can ensure Williams students have equitable access to opportunity increasing their changes of becoming productive, caring, responsible citizens.

IMPROVED MENTAL HEALTH: Dr. Marilyn Price-Mitchell, creator of an evidence-based youth development program, reports, "nature increases youth creativity, reduces stress, and helps kids who suffer from attention-deficit disorder." With programming that focuses on outdoor time and physical fitness and our established partnership with Burrell Behavioral Health, we anticipate holistically serving the mental health needs of Williams students.

HEALTHY LIVING: We believe in the importance of physical fitness, exercise, and living a healthy lifestyle. Through active programs, such as sports fundamentals, yoga, cycling, nature-themed activities, and by paying special attention to healthy habits, we anticipate improving overall Club member health. 60% of Club members report getting at least an hour of physical activity on five or more days per week at the Club.
OUR PROVEN RESULTS AT THE SERTOMA UNIT AT SHERWOOD ELEMENTARY

2018 Sertoma Unit Performance

- Increasing Academic Performance
- Increasing Math Performance
- Increasing Spelling Performance
- Increasing Reading Performance

Grade Card Review

- 2017-2018: Of 50 3rd grade Boys & Girls Club members, 39 made all As and Bs on their grade cards. 11 made Cs. 0 made anything below a C.
- 2018-2019: Throughout 1st, 2nd, and 3rd quarter, a random sampling of 3rd-5th grade members showed, 67% made A’s and B’s, 33% made at least one C, and only 6% made anything below a C.

A Note from a Principal:

“Boys and Girls Club is an extension of our school! BGC provides a warm, safe place for students to go after school and because of their program we know that all students attending receive a hot meal, tutoring on school work, and BGC staff serve as mentors and champions for our students. Through our BGC Program, students gain self-confidence, social skills, friends, and support for academics and engage in activities that prepare them to give back to their community. I cannot say enough about this program! We are more than blessed to partner with BGC and to have them in our building as a part of our school family. The service they provide for families is affordable, top-notch and for a lot of our students-a saving grace.”

- Crystal Magers, Sherwood Principal
Here is what folks are saying.

The benefits of having BGC at Sherwood are endless. As a teacher, I love how they support what we are doing with students before and after school. The Club implements the same behavior norms as our school, provides tutoring for my students who need extra support, assists students with completing assignments, and they even come into our classrooms to help us create authentic learning experiences. Kids need a whole team of people who love them to help them grow, and the Club just adds members to their team. We love our BGC!

— Amber Howard, 4th grade teacher

Power Hour has been amazing for our family. I work evenings and I have four kids. With all the sports and activities my kids do, we have a busy schedule and a place for them to do homework has been a blessing. The staff are always willing to help and allow a safe place for them to work.

— Kayla Eshnaur, Sertoma Unit Parent

In Girls Who Code, we’ve started learning how to design characters and code using scratch. The projects in Girls Who Code help continue the type of learning I do in PBL (Project-Based Learning) at school. During PBL, we learn about something and then we do projects...sometimes about the past and sometimes for the future. Girls Who Code helps us create projects for the future.

— Haley Slagle, Sertoma Unit Member

The staff take an active interest in every child. The staff help problem solve, versus stating the negative and not offering solutions to make things better. The staff keep the kids engaged in activities and help each child learn to make safe, positive choices, while developing their natural talent. The staff are always there and have helped my children grow in compassion towards others, to conquer fears, and to try new experiences. I believe a child can never have too many people to love them and teach them. It is clear to me that the staff at Boys & Girls Club not only love and want to teach my children but also make me a better parent by providing me with reminders of how wonderful they do when I am not there to witness it firsthand.

— Susie McCrimmons, Sertoma Unit Parent

"Some kids, like myself, don’t have people in our life outside the Club to rely on. It feels amazing to not be alone. They welcome anyone with any kind of challenges they might be facing. At Henderson, you feel safe and like you can be yourself without being judged or laughed at."

— Anonymous Henderson Unit Member

During Power Hour I do Lexia and Dreambox. We set goals in our classroom and it can’t be less than five. I get these lessons done during Power Hour."

— Carter Finley, Sertoma Unit Member
DOES THE CLUB HAVE STRATEGIC CLARITY?
The Boys & Girls Clubs of Springfield has a strategic vision for the future. In April 2019, the organization hired Brandy Harris as the new Chief Executive Officer. Brandy conducted a four-month listening and learning tour where she gathered feedback from key stakeholders -- including Club members, Club parents, staff members, key donors and partners, local teachers, and Board members. She used this information to help craft the strategic vision of the organization. This year, the Club implemented a new strategic direction committee consisting of Board members and key leadership staff who will help ensure that the future of Boys & Girls Clubs of Springfield is well-informed, intentional, and reflective of the need of the kids and families who need us most.

DOES THE CLUB HAVE STRONG LEADERSHIP?
The Boys & Girls Clubs of Springfield has been a staple in our community for 81 years. With experienced, qualified, passionate leaders, we are the leading before and after school provider in Springfield and across the nation. With a 36-member Board of Directors, our organization has solid financial footing and an active group of advocates for our mission.

DOES THE CLUB HAVE DEMONSTRATED PROGRAM SUCCESS?
In 2018, Boys & Girls Clubs of Springfield was named the #1 Overall Program in the Nation by Boys & Girls Clubs of America. Our organization has consistently ranked well above the national average on the National Youth Outcomes Initiative survey which measures Club experience, program efficacy, and staff relationships. We are committed to bridging gaps for the kids and families who need us most.

DOES THE CLUB HAVE A SUSTAINABLE FUNDING MODEL?
Our model is considered a "Local Nationalizer." We focus on issues, such as poor schools or children in need of adult role models, that are important to local communities across the country, where government alone can’t solve the problem. Most of the money for programs is raised locally, often from individual or corporate donations and special events. A very small portion of our revenue comes from government agencies or membership fees. The reason this model works is because the mission of the organization resonates with local funders. In this model, local executives take ownership of attracting regional funding growth and revenue sources. We are also committed to diversifying our funding streams. For example, our revenue breakdown is as follows:

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<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Unrestricted Contributions</td>
<td>20%</td>
</tr>
<tr>
<td>Investments/Cash</td>
<td>16%</td>
</tr>
<tr>
<td>Special Events</td>
<td>16%</td>
</tr>
<tr>
<td>Restricted Contributions</td>
<td>15%</td>
</tr>
<tr>
<td>Program Service Fees</td>
<td>10%</td>
</tr>
<tr>
<td>Federal Food Program</td>
<td>10%</td>
</tr>
<tr>
<td>United Way</td>
<td>8%</td>
</tr>
<tr>
<td>Membership Fees</td>
<td>3%</td>
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<tr>
<td>Sales to the Public</td>
<td>2%</td>
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WHY SHOULD YOU INVEST IN THIS CAMPAIGN?
By becoming an investor in this campaign, you are helping us ensure great futures for the kids and families who need us most. You will help us provide equitable access. You will help us invest in our future workforce. You will help us develop a target program to bridge gaps. You help us help this community.

GREAT FUTURES START HERE.
INVESTMENT LEVELS

THE LEAD INVESTOR
AMOUNT: $500,000
Naming Rights
Program Development
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
2 year pay off plan

THE TARGET INVESTOR
Amount: $250,000
Large Area Naming Rights
Program Development
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
5 year pay off plan

THE GREAT FUTURES INVESTOR
Amount: $100,000
Small Area Naming Rights
Program Development
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
3-5 year pay off plan

THE BLUE DOOR INVESTOR
Amount: $75,000
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
3 year pay off plan

THE WILLIAMS INVESTOR
Amount: $50,000
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
2-3 year pay off plan

THE INVESTOR
Amount: $25,000
Donor Board Recognition (if desired)
Marketing and Social Media Recognition (if desired)
2 year pay off plan

GREAT FUTURES START HERE.