



BOYS & GIRLS CLUBS
OF SAN FRANCISCO

BRIGHTER FUTURES CAMPAIGN

RATIONALE SUMMARY

Our core belief:

Young people will achieve extraordinary things when they are provided with high quality staff, programs and facilities in an environment that promotes respect, responsibility, and fun.

The kids with whom we exercise this belief:

- Our youth come to us desiring a supportive, respectful, and achievement oriented place to learn, grow, and have fun.
- The 6,495 Members of Boys & Girls Clubs of San Francisco constitute 60% of the 10,560 school-age kids living in poverty in San Francisco and who struggle with its consequences. 95% of our youth are “low income” or “extremely low income.”

Their reality:

- In San Francisco, only 57% of African-American youth and 62% of Latino youth graduate from high school.
- 70% of our youth live with only one parent or no parents.
- All of our youth live with violence as an everyday threat and all-too-frequent reality. In the past five years, 12 of our members have been killed and at least ten others have been shot.
- As many as 1/3 of children in urban neighborhoods have PTSD (post-traumatic stress disorder). 37% of people in Hunters Point and 35% of people in Visitacion Valley feel unsafe in their own homes.

Our youth members keep coming back and succeed for three great reasons:

1. **Staff.** Our staff is *consistently* present, reliable, caring and knowledgeable.
2. **Place.** Kids can rely on having a safe, inviting, caring place to go to *every day*. By “caring” place, we mean that in addition to safety, everything is high quality, there is greenery, and the environment is 100% dedicated to youth. Through its appearance and functionality, each Clubhouse demonstrates respect as well as expectation.
3. **Programs.** Whatever programs are offered, kids have fun and experience achievement, recognition, and affirmation. People say we give kids back their childhoods.

Results:

- Club members learn “right” from “wrong.” (93% of surveyed parents agreed)
- Club members develop a better attitude about school. (85% of parents agreed)
- 57% of Alumni, nationally, say “the Club saved *their life*.”
- 91% say they are “satisfied with their adult life.”
- 28% of B&GC alumni, nationally, said that if not for the Club, they “would have dropped out of high school.”

(continued on back)

Our Clubs succeed for four major reasons:

1. **Stability:** We have served our community since 1891. We are strong. We are the largest provider of youth programs for at-risk youth after the San Francisco School District.
2. **Trust:** Entire communities where we work view us as a bridge to opportunity and *brighter futures*.
3. **Promise:** Staff who exercise care, knowledge, and smart approaches take kids from sometimes dire circumstances and help them to develop their true promise as individuals.
4. **Partnerships:** We work in communities where we are wanted. When we have great community partners and great funding partners, together, we succeed.

Meeting the Organizational Challenge: The *Brighter Futures* Campaign

Our 2005 strategic plan took a comprehensive look at the organization. In respect of our commitment to youth, which we deliver through first-rate staff, programs, and facilities, the plan identified as critical needs all of the elements included in this capital campaign, and it mapped a path for the organization to undertake the most ambitious fundraising campaign in our history.

Capital needs:

- Our 80-year-old Mission Clubhouse had become unsafe. It has been closed and moved to a school-based program until the Clubhouse can be rebuilt.
- Hunters Point cried out for a Clubhouse. We have planned and constructed a state-of-the-art Clubhouse in partnership with the City and other key partners.
- Ernest Ingold Clubhouse serving the Western Addition is severely in need of upgrades or rebuilding.
- Camp Mendocino, our 76-year-old residential summer camp, requires major investment to address a long list of maintenance items and new construction.

Program needs and financial security:

The campaign will allow us to **deepen and expand our program offerings in three critical areas: education, behavioral health, and teen services**. As part of our new Education Initiative, we've already hired five new Education Directors with teaching experience and/or their teaching credential. With Behavioral Health Services, we're expanding to employ on-site therapists at five of our Clubhouses in order to address the rising epidemic of post-traumatic stress disorder among inner-city youth. We have launched a new Teen Campaign to improve our offerings to teens, helping them systematically advance from eighth grade through high school—a time of great vulnerability.

The core of Boys & Girls Clubs is its staff. Hiring, training and *retaining* the highest quality staff will always be our number one priority. It is imperative that strength in programs as well as service to greater numbers of youth be anchored by the financial security. **Increased endowment** plus a strong annual fund will enable BGCSF to meet our commitments to the thousands of Club members who rely on us—all of us.

Thank you for your generous support to the Brighter Futures Campaign.