

BOLD CHANGE FOR KIDS



BOYS & GIRLS CLUBS
OF PHILADELPHIA

FISCAL YEAR 2015
ANNUAL REPORT

Philadelphia is in a crisis.

BOLD CHANGES ARE NEEDED FOR THE YOUTH OF OUR CITY!

For decades, Philadelphia's neighborhoods, and the kids living in them, have been left behind. Despite a recent resurgence in the city's downtown area, Philadelphia is still the poorest of the nation's large cities. The city suffers from a high violent crime rate and an inadequate education system. Today, three out of ten young people in Philadelphia live in poverty, in the communities served by BGCP this increases to almost seven out of ten. At one time, the Clubs stood alongside other community centers as safe havens, but in many neighborhoods, our Clubs are the only resource left for youth. Unfortunately, our current business model subjects us to strict regulations, which severely limit how many youth can be served and impose costs on participating families. BGCP leadership is in the process of transitioning to a business model that is strategically in line with our values, traditions, program goals and objectives. The distressed condition of our facilities presents an additional challenge. Many of our Club buildings date back nearly a century, and unfortunately critical maintenance needs have been neglected over time. Now, as boilers fail, floors slant, and broken windows accumulate, we can no longer just patch up our facilities year after year. In some cases, basic security and comfort are compromised as a result of antiquated systems and poor layouts. At all of our clubs, a lack of up to date and functioning computers severely limits our ability to prepare young people for today's academic and working world.

These conditions are unacceptable. The task of building Great Futures requires an environment that offers dignity and inspires pride. Our kids deserve Clubs that reflect our hope in them and represent a **BOLD CHANGE** that will transform communities. We will take a **BOLD** stance to change their environment, if not at home, at their Boys & Girls Clubs: providing a clean, warm and nurturing atmosphere to educate them, strengthen values, build character, and awaken their minds with opportunities to form well rounded individuals. Our kids deserve a chance to thrive, reach for their dreams and turn away from the negative influences plaguing their communities. Their time to shine is now we will need everyone's support as we **GO BOLD** and take a stand for the kids who need us most.

As the leading youth guidance and development agency in the community, Boys & Girls Clubs of Philadelphia will be a model for Clubs nationwide through our focus on sustainable infrastructure, affordable programs & services and partnerships that dare to **GO BOLD** for our kids and their future. Capital investment will begin with the creation of the Ralph J. Roberts Boys & Girls Club at our Germantown site and continue over the next five years until all seven identified Clubs have been transformed. We ask that you join us in **GOING BOLD FOR PHILADELPHIA'S YOUTH** through the creation of new environments and innovative programming. With your help, we can break the cycle of poverty in our communities and enable kids across the city to achieve their dreams.

In the best interest of the kids,



JOSEPH AND LISABETH MARZIELLO

CHIEF EXECUTIVE OFFICERS, BOYS & GIRLS CLUBS OF PHILADELPHIA

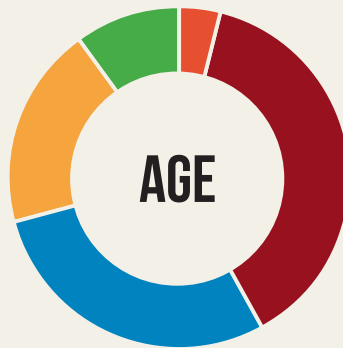
WHO WE ARE & WHO WE SERVE

A BOLD HISTORY: Boys & Girls Clubs of Philadelphia has served youth since 1887 when the Germantown Club first opened its doors. Since then we have expanded, providing quality programs to youth in neighborhoods across Philadelphia. As an organization we have regularly set the national standard: In 1892, our Nicetown Club opened, becoming the first Club to serve girls and our Wissahickon Club was the first in the nation to serve African American youth in 1896. Today we operate 15 Boys & Girls Clubs in some of the most economically-disadvantaged communities across Philadelphia. For over 128 years, we have been dedicated to ensuring at-risk children have access to quality programs that will enhance their lives and advance their futures.

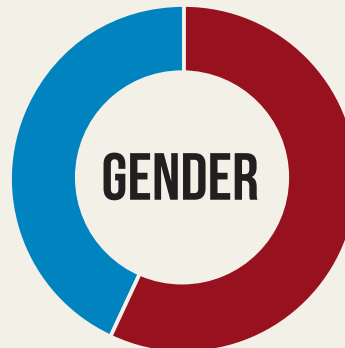
MISSION: To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

BOLD VISIONS: Boys & Girls Clubs of Philadelphia will become one of the premier Boys & Girls Club organizations in the country, solidifying its position as the leading youth guidance and development agency in the community through quality staff, facilities, and programs supported by financial stability and clearly defined standards.

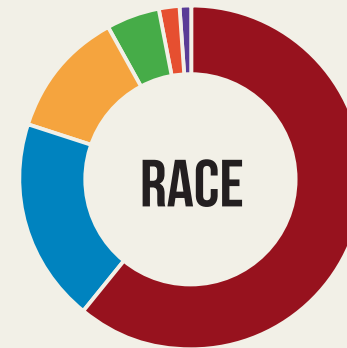
DEMOGRAPHICS: Young people from disadvantaged social, economic, and family circumstances have attended our Clubs for over 128 years.



4% 5 AND BELOW
39% 6 - 9
32% 10 - 12
17% 13 - 15
8% 16 - 18



56% MALE
44% FEMALE



63% AFRICAN AMERICAN
17% CAUCASIAN
11% HISPANIC/LATINO
4% MULTI-RACIAL
4% OTHER
1% ASIAN

BOLD HIGHLIGHTS: FY 2015



YOUTH IN POWER HOUR

1,177



YOUTH IN LITERACY INITIATIVE

1,111



YOUTH IN STEM

473



YOUTH MENTORED

339



MEALS DISTRIBUTED

165,282



SNACKS DISTRIBUTED

149,840

PROGRAMS & SERVICES:

Number of Club & Extension Sites: **15**

Total Registered Members: **4,294**

Other Youth Served: **4,176**

Total Youth Served: **8,470**

Average Daily Attendance (School Year): **910**

Average Daily Attendance (Summer): **1223**

PROGRAM EXPANSION & SUCCESSSES

- Secured funding to operate 12 Philadelphia Housing Authority partnership summer camps in summer 2015
- We expanded the Literacy Initiative from 8 to 10 Clubs
- Our Wayne Avenue Chess team once again won the After School Activities Partnership Championship, taking home the trophy for the second year in a row.

FISCAL SUSTAINABILITY:

- In April 2015, we hosted our third annual **Philly Showcase of Wine & Cheese**, raising over \$1 million and attracting over 3,000 guests
- On May 19th, 2015, in partnership with David L. Cohen and the Comcast Family, we launched our **Bold Change for Kids** campaign. Thanks to a lead gift of \$8 million from the Comcast Family, we are on our way to raising \$41 million for Philadelphia's young people.

BOLD PROGRAMS

LITERACY INITIATIVE:

Our Literacy Initiative continued to grow and flourish during the 2014-2015 program year. By August 2015, the program was operating in 10 of our Clubs with additional Literacy Enrichment activities taking place in our 12 Philadelphia Housing Authority summer camp sites. **Over 1,100 youth participated in our Literacy Initiative with an additional 100 youth participating in literacy enrichment.** We have continued conducting extensive evaluation of our programming, with participants DIBELS (Dynamic Indicators or Basic Early Literacy Skills) test scores **growing by 20 percent** from the beginning to the end of the program year. Members who participated in our Literacy Initiative made improvements in their reading and writing grades. In addition, participants reflected positively on the program. According to our 2015 Literacy survey, on a scale of 1 to 4 with 1 being strongly-disagree and 4 being strongly- agree, youth participating in our Literacy Initiative responded:

- a 3.39 that the Literacy Initiative has helped them improve their grades in school
- a 3.35 that they learned new things during the Literacy Initiative
- a 3.38 that they have fun during the Literacy Initiative

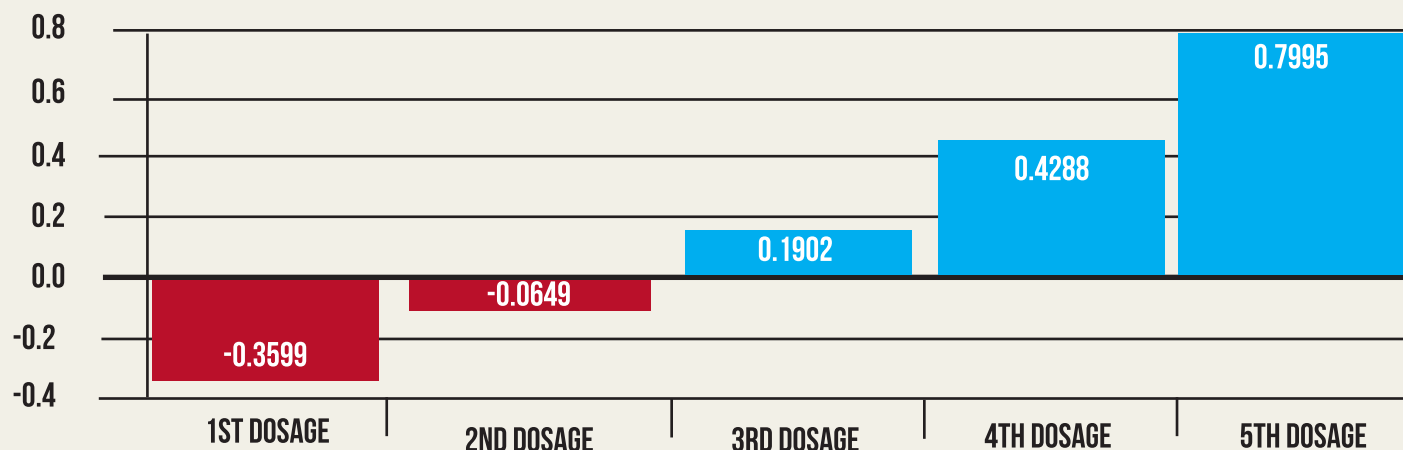


"In the beginning of the year, one student was reading at a 2.5 level according to the Gates MacGinitie assessment test. His comprehension was two and a half years below grade level, and he struggled with reading comprehension. When I reassessed this student at the end of March, his Gates level had moved to a 3.5. I'm amazed that his reading gap has shrunk from a two and a half year gap to a single year gap, and I think that the daily intervention program that the Boys & Girls Clubs is sponsoring has helped him greatly."

-Mary,

4th Grade Teacher at Solis-Cohen Elementary School

QUINTILE LINEAR GAIN BY DOSAGE



This graph shows the average gain in writing grade based on total attendance to the Literacy Program. Youth in the 5th quintile, who attended the most often, realized the largest gain in their grades, improving by an average of .79 grade points.

MY.FUTURE :

Following the renovations and remodel at our Wayne Avenue Club, Boys & Girls Clubs of Philadelphia were chosen to pilot **Comcast's brand-new My.Future program**. This program provides Club members with the ability to develop strong, grounded digital literacy competency through project-based learning experiences. Members are able to learn internet essentials, explore digital arts, learn web design, create video games and learn basic computer coding. For youth at our Wayne Avenue Club, most of whom had never before had access to working computers, this program connected them to the world and opened them to infinite possibilities. By participating in My.Future, youth not only built the basic foundation of computer skills that they will need to succeed in school, but were able to explore and develop an understanding of a variety of intricate and complex computer programs. By the end of the 2014-2015 program year, youth who had never before used a computer learned how to create, edit and publish digital photographs and videos. The My.Future program allowed our kids to find and develop their personal passion to create beautiful and unique works of art using digital media.



TEEN LEADERSHIP:

Over the last year, teens at our Clubs have been exposed to a variety of unique leadership and character development opportunities. In January we recognized eight outstanding teens from our Clubs at our annual Youth of the Year Celebration. The teens, each of whom had already been selected as their respective Club's nominee, were recognized for their dedication to the Club and their community. In February, teens from our Shane Victorino Club attended the Freedoms Foundation's Spirit of America Youth Leadership Conference in Valley Forge. Our focus on leadership continued into the spring as five of our members were honored at the Union League's annual Good Citizen Day. As a result of these programs we have seen a growing interest in civic engagement among the teens in our Clubs. Last year, this catalyzed the creation of debate teams at three of our Clubs as teen's interest in civic engagement grew.

BOLD MOMENTS

RENOVATIONS:

At Boys & Girls Clubs of Philadelphia, we are proud of our 128 year history. However, after constant use for more than 100 years, many of our buildings had become obsolete and nonfunctional. Under the leadership of Lisabeth and Joseph Marziello, the organization has begun to make much needed updates to the infrastructure of our facilities.

The Wayne Club received several renovations. The My.Future remodel was a complete success thanks to support from Comcast. This Club now boasts three state-of-the-art rooms dedicated to technology. We were able to refurbish, renovate and refresh the entire Club facility completing work valued at more than \$500,000. Additionally, support from the Pierce Family Foundation enabled us to remodel the kitchen at our Wayne Club to provide healthy, home-cooked meals to Club members after school.

A \$25,000 grant from Buffalo Wild Wings enabled us to remodel and update the gym at our Wissahickon Club. With funds from this grant, we resurfaced the gym floor, repaired the locker rooms and gym storage, replaced broken backboards, repainted and performed general maintenance to the facility.

Funding from Lowe's had enabled us to begin construction on the Wissahickon Kids Café. Throughout the summer we consulted with contractors to come up with a final kitchen design plan. With the help of the Lowe's Heroes, we repainted the cafeteria, weeded and harvested the garden.

The Northeast Frankford Club received an extensive facelift on Comcast Cares Day. More than two hundred Comcast volunteers bulldozed debris from the rear of the property, clearing the way for a garden and planting beds, and also brought the Club into the 21st century with a My.Future lab.

At our Bridesburg Club, Samsung and TV personality Carter Oosterhouse refurbished the new Tween Tech Center, which included renovating and modernizing the space, and equipping the Club with Samsung tablets, laptops, a SMART TV, and educational software and e-books.





SHOWCASE OF WINE & CHEESE

The **2015 Philly Showcase of Wine & Cheese**, held April 9 & 10, was the organization's third annual Showcase raising over \$1 million to support its youth development programs throughout the city of Philadelphia. The invite-only Winemakers Private Reserve Dinner on Thursday night honored Admiral Tom Lynch and included special guest Coach Dick Vermeil, accompanied by Vermeil Wines, and BelGioioso Cheese. Many thanks to our presenting sponsor, The Union League of Philadelphia, for hosting a luxurious five-star evening for over 400 guests and our keynote speaker Roger Staubach, as well as former Virginia Governor George Allen and Howie Roseman of the Philadelphia Eagles. The fun continued Friday evening at the Pennsylvania Convention Center for the Philly Showcase of Wine & Cheese where 3,000 guests enjoyed fine wines and delicious tastings by local food purveyors. It was a memorable night not only for our organization but for our guests as they got a real taste of all that Philadelphia has to offer!

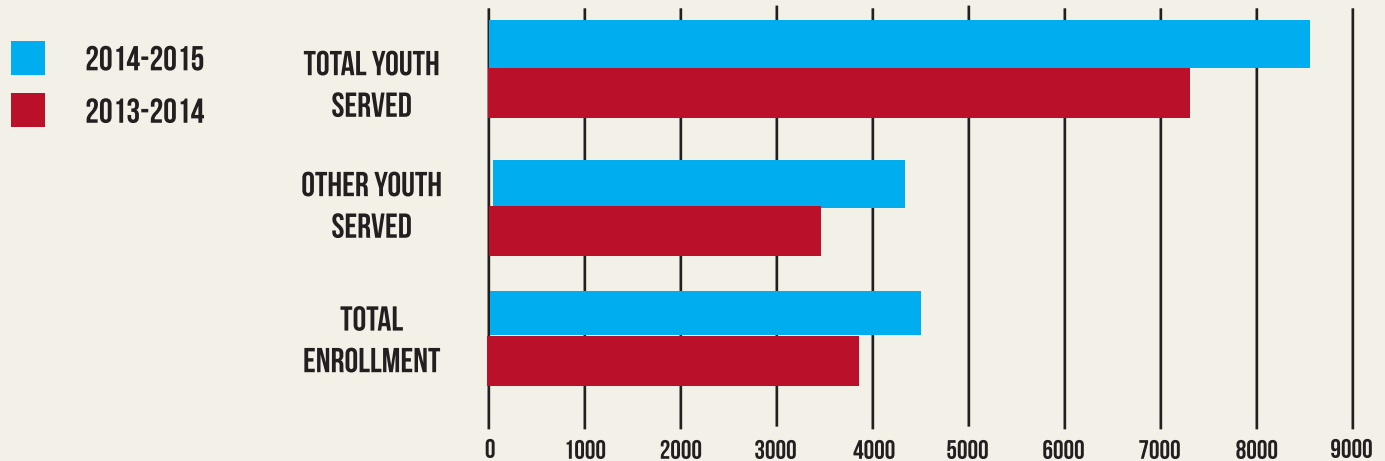


MEMBERSHIP GROWTH

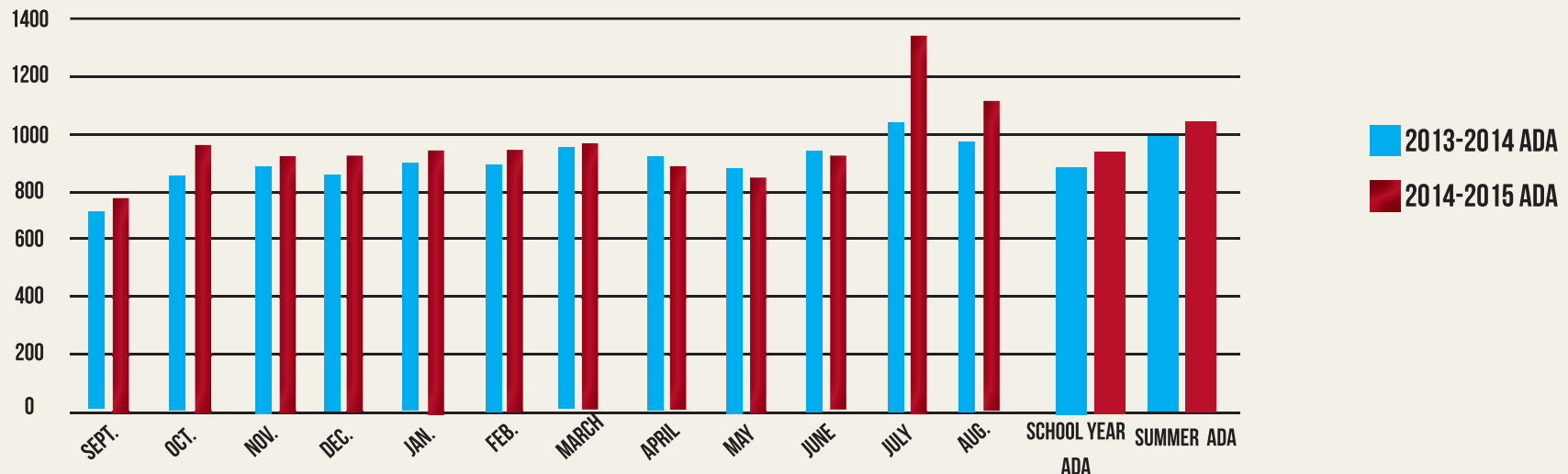
BOLD CHANGE CAMPAIGN GOALS

Currently, the Boys & Girls Clubs of Philadelphia serve over 8,000 young people in our community per year, with an average daily attendance of 60 kids at each of our 15 Clubs. Our **Bold Change for Kids** campaign aims to increase these numbers. We hope to eventually serve 25,000 youth per year, with Club attendance averaging between 250-300 kids daily per site.

2014-2015 MEMBERSHIP COMPARISON



AVERAGE DAILY ATTENDANCE



WE ARE INCREDIBLY GRATEFUL FOR OUR GENEROUS DONORS WHO SUPPORT OUR LIFE-CHANGING PROGRAMS FOR THE YOUTH OF PHILADELPHIA YEAR AFTER YEAR.

WITHOUT THEIR SUPPORT, OUR KIDS WOULD CONTINUE TO BE SUBJECTED TO THE HARSH REALITIES THAT PLAGUE SO MANY NEIGHBORHOODS THROUGHOUT OUR CITY: EXTREME POVERTY, FOOD INSECURITY, GANG VIOLENCE, AND SUBSTANCE ABUSE. OUR JOB IS TO HELP OUR KIDS OVERCOME THESE OBSTACLES, PROVIDE ACCESS TO OPPORTUNITIES AND FIND THEIR POTENTIAL.

THESE COMMUNITY LEADERS AND ORGANIZATIONS ARE CREATING BOLD CHANGES FOR CLUB KIDS THROUGHOUT PHILADELPHIA!



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BOYS & GIRLS CLUBS OF PHILADELPHIA

Bridesburg Boys & Girls Club

2901 Bridge Street
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(215) 743-7755

Germantown Boys & Girls Club

25 West Penn Street
Philadelphia, PA 19144
(215) 844-7771

Northeast Frankford Boys & Girls Club

1709 Kinsey Street
Philadelphia, PA 19124
(215) 743-7515

Police Officer Lauretha Vaird Boys & Girls Club

4800 Whitaker Avenue
Philadelphia, PA 19124
(215) 457-8480

Solis-Cohen Boys & Girls Club

7001 Horrocks Street
Philadelphia, PA 19149
(267) 258-2358

Boys & Girls Club at Harrison Plaza - PHA

1240 N. 10th Street
Philadelphia, PA 19122
(215) 684-8978

Fairmount Boys & Girls Club - PHA

1100 Poplar Street
Philadelphia, PA 19123
(215) 436-4848

Rosen Homes - PHA

2309 Diamond Street
Philadelphia, PA 19121
(215) 251-8285

James W. Johnson Homes - PHA

2500 W. Norris Street
Philadelphia, PA 19121
(215) 251-7731

Wilson Park Boys & Girls Club -PHA

2500 Jackson Street
Philadelphia, PA 19145
(215) 684-0014

Wissahickon Boys & Girls Club

328 West Coulter Street
Philadelphia, PA 19144
(215) 438-7394

Wayne Avenue Boys & Girls Club

4223 Wayne Avenue
Philadelphia, PA 19140
(215) 324-6433

West Kensington Boys & Girls Club

3426 N. Mascher Street
Philadelphia, PA 19140
(215) 426-7800

Shane Victorino Nicetown Boys & Girls Club

4001 N. Clarissa Street
Philadelphia, PA 19140
(215) 229-2008

Sullivan Boys & Girls Club

5300 Ditman Street
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BOYS & GIRLS CLUBS OF PHILADELPHIA

BOYS & GIRLS CLUBS OF PHILADELPHIA

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