



CONNECTIONS

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Get Ready For Day For Kids 

Youth of the Year:
Where Are They Now?

Celebrating Native
American Clubs

Alumni Survey:
The Results Are In!

New Strategies
To Reach Teens



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The Time Is Now

“To enable all young people, especially those who need us most...”

The words are part of our mission statement, but they are also part of our DNA. Historically, consistently and instinctually, Boys & Girls Clubs have always served the children who can best benefit from what we offer.

That tradition of service continues in many ways and many places, including the critical area of public housing. With some 3,300 public housing authorities across the United States, there is a major opportunity for additional outreach.

Our partners in the federal government are likeminded. They allotted \$10 million for new Club startup grants in public housing communities, as part of the \$70 million our Movement will receive through the Office of Justice Programs for fiscal year 2007.

That funding can enable us to reach and impact thousands of additional young people, but it will require the support, involvement and commitment of many local Boys & Girls Clubs to make the vision a reality.

Today there are 426 Boys & Girls Clubs in public housing – 10 percent of our affiliates and testimony to our ability to go beyond traditional Club walls. But we must redouble and renew our efforts to create more such Clubs if we are to make a difference among the many youth still unserved.

So I ask you to remember our mission. I urge local Boys & Girls Clubs to contact their regional service directors and make use of their professional expertise in learning how to start a Club in public housing. The need is great. The opportunity is here. And the time is now.

Roxanne Spillet

Roxanne Spillet
President



To Learn More

Additional information about Clubs in public housing can be obtained from our longtime partners at FirstPic, Inc. Their web site is www.firstpic.org.



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Making Time for Kids

Annual Event Brings Youth and Adults Together

By Meredith Carter

It only happens one day out of the year. Thousands of young people and adults across the country and overseas gather at parks, playgrounds, ball fields and on streets to pledge one thing...to spend meaningful time together. It's about time!

Held the third Saturday in September, Boys & Girls Clubs Day for Kids (DFK) was created to educate adults about the importance of spending meaningful time with young people. It is an opportunity to set aside the pressures of everyday life and focus on spending quality time with youth.

Research shows that when adults spend meaningful time with young people, kids develop a positive self-image, as well as a sense of belonging, usefulness and purpose. A recent Day for Kids survey of more than 1,500 Club members across the nation identified how young people define meaningful time.

Here are a few of the results:

68%

of young people say their parents or guardians are the most important role models in their lives.

37%

say the most important things they learn from their parents or guardians are positive values.

39%

of young people surveyed said they want their parents to work less.

43%

of youth want the important adults in their lives to spend more outdoor time with them.

Time Well Spent

In addition to fostering positive relationships between adults and kids, DFK is also a great way to attract new Club members and funds, as well as raise awareness of Boys & Girls Clubs.

"Day for Kids continues to bring together local supporters, other youth agencies and corporate partners that have one thing in common – to celebrate youth," says Charles English, chief professional officer for Boys & Girls Clubs of Greater Dallas. "Seeing the smiling faces of youth having fun with their parents is great."

Since the meaningful time effort was launched in 2001, the annual celebration continues to grow and positively affect thousands of communities. 2006 marked the largest Day for Kids celebration ever, as more than 1 million people attended events hosted by 1,900 Clubs.

Boys & Girls Clubs across the country celebrated the day in a variety of ways, from picnics and concerts to indoor/outdoor festivals and expos. Events generated both local and national exposure, resulting in some 100 million impressions via print, broadcast and electronic media.



Club members in Dallas steal the show.

Day for Kids

Sept. 15

... are you ready?

Tips for Success

- # 1 Start planning early.
- # 2 Visit www.dayforkids.org to download event planning materials.
- # 3 Register your Day for Kids event by Aug. 2.
- # 4 Celebrate DFK on Sept. 15!
- # 5 Evaluate your event by Oct. 4.



Enjoying the Day for Kids experience at the Bahama Beach Waterpark in Dallas.

In 2007, Day for Kids will take place on Sept. 15, and it promises to be another memorable occasion. Clubs nationwide are planning fun, exciting events and activities that will continue to encourage positive adult and youth relationships. Read on for a snapshot of just a few of the creative celebrations in the works.

Fun in the Sun

Adults and young people in Jacksonville are waiting with great anticipation for Boys & Girls Clubs of Northeast Florida's Day for Kids 2007 event, dubbed The Remix. The organization anticipates that more than 1,000 people will visit special attractions designed just for the day.

- ★ **Jumpy Land** will feature an inflatable sea life and alien jumping area, basketball bounce game and an inflatable penguin obstacle course.
- ★ **Fun Alley** will allow kids to enjoy clowns, face painting, balloon art, and other arts and crafts stations.
- ★ **Mascot Mayhem** will offer participants the chance to mingle with mascots such as Ronald McDonald, Jaxson de Ville of the Jacksonville Jaguars NFL team and Southpaw of the Jacksonville Suns minor league baseball team.
- ★ **Parent Education Row** will promote local service organizations, such as the United Way, the Jacksonville Children's Commission and the Faces of Jacksonville, a summer camp diversity program for middle school youth. These nonprofits will distribute pamphlets, flyers and educational brochures.

Participants will also receive goodie bags filled with Day for Kids T-shirts, hats, free ice cream coupons and spiral-bound school notebooks.

"We are excited to have so much support from our volunteers, local vendors and businesses," says Lareal Jackson, staff member for the Boys & Girls Clubs of Northeast Florida. "This year several employees from Allstate, Washington Mutual, Johnson & Johnson, The McCormick Agency and HSBC [an international financial services organization] have signed up to volunteer their services for our event. We appreciate all their help."

California Carnival

In California, it will be hot dogs, snow cones and cotton candy for youngsters and parents attending the Santa Clarita Valley Boys & Girls Club's DFK event. The Club will host a free carnival featuring a ferris wheel, two rock climbing walls and an obstacle course. Families can also participate in a sports program and enjoy dining together in the picnic area.

The Club is partnering with the City of Santa Clarita, which will assist in planning, marketing and staffing the event. Last year, their celebration drew some 6,000 people.



In D.C., young people participate in Boys & Girls Clubs of Greater Washington's obstacle course.



Taking it to the streets at the Kips Bay Boys & Girls Club's Day for Kids street festival in New York.

Day for Kids events are diverse, but they all have a common theme – fun. In Minneapolis/St. Paul Clubs will celebrate DFK at the Mall of America, the country's largest retail complex. In Dallas, thousands will hit the “beach” by gathering at the Bahama Beach Theme Park. In New York, kids and adults will take it to the streets by hosting a block party expected to attract more than 5,000 participants.

Marketing the Message

To assist Clubs in planning Day for Kids events, BGCA has launched a new Web site – www.dayforkids.org – encouraging everyone to celebrate the meaning behind the initiative year round. The site features interactive games as well as creative ideas on how adults and young people can spend meaningful time with one another. It also boasts a calendar that notes national observances and provides daily listings of family-friendly events around the country.

You can also order great marketing materials that promote Boys & Girls Clubs and the message of spending time with kids. Items such as DFK pencils, backpacks and insulated lunch bags will not only come in handy for kids at the start of school, but will spread the Day for Kids message throughout the year.

DFK is an important initiative that has numerous benefits for parents, Clubs and, most importantly, young people. So remember to share a moment, create a memory and make a kid's day!

Meredith Carter is assistant director, marketing initiatives and events for BGCA.



2006 Facts and Figures

Last year's Day for Kids was the biggest and best ever. Here are just a few of the highlights:

- ★ **17,500** new members joined a Boys & Girls Club.
- ★ **88%** of participating communities obtained local media coverage.
- ★ **1,500** local businesses supported Day for Kids events in their communities.
- ★ **More than \$2 million** was raised through cash and in-kind donations in local communities.



Thank You, Kimberly-Clark Corporation

Family is a key factor in determining a child's success in life.

That's why Boys & Girls Clubs of America is grateful to our friends at Kimberly-Clark Corporation for their sponsorship of Family PLUS, a strategy designed to assist families in the positive development of youth. Thanks to this support, BGCA and Clubs are working together to strengthen families and communities all across the nation.

A longtime supporter of Boys & Girls Clubs, Kimberly-Clark Corporation will co-sponsor BGCA's first National Family Support Symposium for Club professionals, Developing Youth by Strengthening Families, Nov. 5-7, 2007, in Atlanta. The symposium will feature Judge Glenda Hatchett, former chief presiding judge of Georgia's Fulton County, as the keynote speaker.

Thank you, Kimberly-Clark Corporation, for supporting our mission – and positively shaping the lives of youth by strengthening families.



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Say cheese. A young Day for Kids participant shows off her artistic face painting.



It's a race to the finish line! Participants in the Boys & Girls Club of Manchester (N.H.) Day for Kids celebration hop to it in a sack race.



Look what I won! A young boy admires his shiny new red wagon during the Day for Kids celebration in Santa Clarita Valley, Calif.



Where Are They Now?

Former Youth of the Year Winners Reflect on Club Memories

By Katy Griggs

They share a common bond, yet are as diverse as the nation itself. Participants in Boys & Girls Clubs of America's Youth of the Year program, past and present, are in a class by themselves. As young people, they received BGCA's highest honor for service to Club and community, academic performance and contributions to family life. Out in the world, many winners continue to live up to these high standards and help others – much as the Club was there for them.

2007 marks the 60th anniversary of BGCA's National Youth of the Year program. Thanks to Reader's Digest's generous sponsorship over the decades, thousands of amazing teens have been recognized for their achievements. Using a rigorous judging process, Youth of the Year competitions begin at local Clubs, with finalists competing at the state, regional and national levels. After winning at every one of these levels, one young person is selected to serve a one-year term as the national representative and spokesperson for Boys & Girls Club youth.

During its 60-year history, the Youth of the Year program has developed many honorable traditions. For one, an annual Congressional Breakfast in Washington, D.C., has served as a backdrop for announcing the final winner. Another has been a behind-the-scenes tour of America's political and justice systems at the nation's capitol and historical buildings. But perhaps the most memorable experience for many winners has been a visit to the White House to receive recognition from the President of the United States, a tradition dating back to the administration of Harry Truman.

The young people named Youth of the Year are living proof that Boys & Girls Clubs work. Indeed, there is no surer testimony that Clubs live up to their reputation as "The Positive Place for Kids." For further proof, read on to discover what former Youth of the Year are doing now.



60 Years
of
Youth of the Year
Winners

Daryl Koch (1947)

BGCs of Greater Dubuque, Iowa

Daryl Koch came from a working-class family that never had extra cash around. However, the Dubuque Club provided him with activities at a cost his parents could afford. Simply having a positive place to go like the Club served as an important foundation for his life.

As the first national award winner, Koch won a weeklong trip to New York City, where he enjoyed sightseeing with his father and appeared on singer Kate Smith's national radio and television shows. But, according to Koch, the highlight was sitting in the dugout with the Brooklyn Dodgers during Jackie Robinson's first game.

What the Club means to him: "The Club probably had more impact on my life than anything else I experienced," says Koch. "It established an incentive then, and in later years, to rise above the lifestyle I had known. It proved to generate the major thrust I had in becoming successful in business."

Where he is now: Koch has enjoyed a successful 40-year career in the insurance and finance industries. Twenty years ago, he retired from Northwest National Life Insurance Co. (now Reliastar) and started his own corporation, Daken Financial Services, Inc., in Hayward, Wis., where he is a financial consultant.



George Clark (1974)

BGC Caring People Alliance, Philadelphia

In 1964, the streets of George Clark's Philadelphia neighborhood were rife with gang warfare. To protect their 8-year-old son, Clark's parents took him to the local Club. He was eager to get involved, and he credits his Club with saving his life. The facility not only served as a safe haven, but also a place where he could thrive. As an adult, he wanted to help others in similar situations, so he became program director at the very same Club that helped him get started in life.

What the Club means to him: "My Club provided me with the opportunity to develop my foundation, while learning practical principles for personal transformation," says Clark. "I was taught communications, human relations, management and leadership skills. My Club experience has allowed me to continue applying the disciplines of morality and civility."

Where he is now: Clark, now a clergyman, is founder and executive director of International Ambassadors Mission in Philadelphia, which reaches out to families in need. One of the mission's projects involves reducing gun violence, crime and delinquency in communities. In addition, it is implementing a "Health is Your Greatest Wealth" model to address wellness issues such as obesity and diabetes. And – in a nod to the time he spent in his Club – the initiative incorporates BGCA's Passport to Manhood guide to help the young men in his community develop positive behaviors.



60 Years of Youth of the Year Winners

Edward Alameda (1982) BGCs of Tucson, Ariz.

Winning the national honor changed Edward Alameda's life. It allowed him to travel the country and exposed him to new ideas and people. It fueled his desire to work harder and strive for more scholarships. It also made it possible for him to be the first in his family to attend a four-year college, the University of Arizona. After graduating, Alameda did what so many Club members do – returning to the Club to give back – and eventually became branch executive for the Boys & Girls Club of East Valley, Ariz.

What the Club means to him: "When I became involved in the National Youth of the Year program, I didn't think I had a chance to win," he says. "Then I found myself standing next to the President of the United States. I asked him if I could sit in his chair and he said yes. It felt pretty good, and it helped me realize that anything can be done if you put your mind, heart and soul into it."

Where he is now: Alameda is an ardent supporter of youth in Mesa, Ariz., where he serves as a police officer. He has been instrumental in forging a positive working relationship between law enforcement and young people. Believing that proof of character is not a prerequisite to turning one's life around, he has persuaded many at-risk youth to join Clubs.

Tony Agtarap (1984) BGCs of Snohomish County, Everett, Wash.

As the fourth of five children growing up in what he describes as a hardworking, blue-collar family, Tony Agtarap watched his older siblings make poor decisions. Vowing to not make the same mistakes, he became involved with his local Boys & Girls Club at age 8. The guidance he received there made a college education and professional life not only seem possible, but a reality.

What the Club means to him: "My Boys & Girls Club experience has taught me to be disciplined and dedicated," says Agtarap. "I am truly grateful to the Club and staff who helped me realize my dreams."

Where he is now: Agtarap graduated cum laude from Washington State University, where he also attended medical school. He was nominated to Phi Beta Kappa and the Golden Key Honor Society, and later to the Alpha Omega Alpha Honor Medical Society. Today he is a board-certified orthopedic surgeon practicing in Olympia, Wash.

Agtarap has remained involved with BGCA, participating in the Youth of the Year Ambassador Program and serving as judge for the Washington State Youth of the Year competition. He is also a founding board member for Boys & Girls Clubs of Thurston County, Wash.

Adam Cornell (1990) BGCs of King County, Seattle

As a child growing up in foster care, Adam Cornell often felt out of place. The Boys & Girls Clubs of Whatcom County provided him with a place to "just be a kid," where he could thrive and escape from a chaotic life of foster care. When he was a sophomore in high school, Cornell moved to the Seattle area, but he missed his old Club. With a desire to continue his Club experience in his new community, he helped found the Kirkland Unit of the Boys & Girls Clubs of King County. At his new Club, he worked as a referee, tutor, coach and gamesroom supervisor.

What the Club means to him: "At the Club I was safe and cared for," says Cornell. "I began to see myself, thanks to those mentors at the Club, not as a victim of circumstances, but as a strong and capable child."

Where he is now: After graduating from Georgetown University, Cornell served two years as a Peace Corps volunteer in the South American nation of Guyana. He later attended law school and is now a special assistant United States attorney in Seattle. In that capacity, he prosecutes federal drug and gun crimes. Cornell was appointed by the governor to the Washington Commission for National and Community Service, where he currently serves as chair.

Liberty Franklin Micheals (1998) BGCs of Snohomish County, Everett, Wash.

When Liberty Micheals first joined the Everett Boys & Girls Club, it was simply a place to hang out with old friends and meet new ones. During her teen years, she became self-conscious about her teeth, which were not aligned correctly. A local dentist heard about her condition and offered to take care of her problem, free of charge. The dentist's care inspired her to help others around her, especially girls at her Club.

As she grew older, Micheals took on leadership responsibilities and became a role model for younger Club members. The Club became a place that presented a world of opportunities, such as traveling, meeting famous people, and earning scholarship money for college and then dental school.

What the Club means to her: "It's been the foundation that I return to when obstacles in life get in the way of my dreams," says Micheals. "These dreams were created at the Everett Boys & Girls Club."

Where she is now: Micheals is currently finishing her second year of dental school at the University of Washington. As part of that experience, she assisted at a clinic on a nearby Native American reservation, where she learned about water fluoridation issues on tribal land and helped provide dental care to an at-risk population. She plans to graduate in June 2009.

Mieasha Hicks (2003) BGCs of Toledo, Ohio

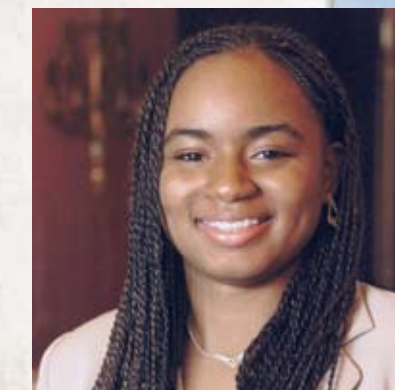
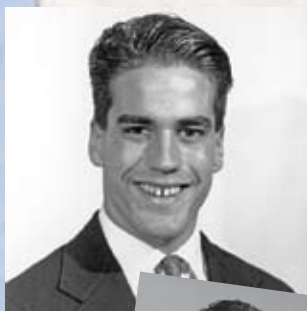
When Mieasha Hicks first joined the Boys & Girls Clubs of Toledo, she kept to herself, but the staff made a point of getting her involved. Soon, she was vice president of the Keystone Club, where she began learning marketing and sales skills. She also assisted younger members through the homework help program.

While being raised by her grandmother and aunts, Hicks focused much of her energy on her six siblings, taking care of them and serving as their role model. Her efforts have yielded direct results: all of her siblings became honor students.

What the Club means to her: "My Club was like a home away from home," says Hicks. "There were times I felt I was the only one in the entire world dealing with growing up without my biological parents. As time progressed, I began to fit in with my surroundings and found out there were others dealing with similar issues. The friends I made at my Club gave me encouragement for the next day. The staff was very supportive and was always there to greet me with a smile and a hug."

Where she is now: Hicks graduated from Bowling Green State University in May of this year with a bachelor of science in microbiology and a minor in chemistry. She plans to attend Grand Valley State University in the fall to pursue a master's degree in biomedical science, en route to medical school.

Katy Griggs is editorial coordinator for BGCA.





Taking Action Against A Deadly Drug

Members of the Boys & Girls Clubs of Hawaii's Hane Pono Clubhouse hand out meth prevention information to motorists.

By Sharon Hemphill

You have probably heard of the drug methamphetamine, or “meth” as it is commonly called. But do you know just how harmful it is to our society? Parents high on meth neglect their children, and the mental, physical and emotional consequences these children suffer are devastating. States around the country are overwhelmed, trying to find foster care for a growing number of children whose meth-addicted parents can no longer care for them.

Not only is meth a powerfully addictive drug – one that dramatically affects users’ minds and bodies – it is inexpensive to produce. Made from common household products, meth comes in several forms, including powder, crystal (also known as crystal meth), rocks and tablets.

According to a new report from Pride Surveys, typical meth users first tried the drug before they were 13 years old. This is a critical age for youth, so it is important to educate Club members, families and communities about the consequences of meth, including paranoia, extreme anorexia, memory loss, hallucinations, severe dental problems, cardiovascular collapse and even death.

Did You Know ...

- ! Transmission of HIV and hepatitis B and C is spread mainly through contaminated syringes and needles being used by more than one meth abuser.
- ! Thousands of children are being neglected and separated from meth-using parents at very early ages and being placed in foster care.
- ! More than 12 million Americans age 12 and over have tried meth at least once.
- ! The annual number of new meth users has increased by 72 percent over the last decade.
- ! Meth use currently exceeds the number of new crack users.
- ! Teenagers and adults addicted to the drug and who have no income to pay for their habit may steal valuables from their own or friends’ homes.

Invite your local police department to speak to your Club members about the dangers of meth.



“Ensuring that Clubs are aware of the evils of this drug is a priority for Boys & Girls Clubs of America.”

— Judith J. Pickens, senior vice president of Program & Youth Development Services, BGCA

Call to Action

In response to this growing problem, Boys & Girls Clubs of America has partnered with the Department of Justice to increase the Movement’s knowledge about the dangers of meth, and offer resources to help children and families affected by it.

“Ensuring that Clubs are aware of the evils of this drug is a priority for Boys & Girls Clubs of America,” says Judith J. Pickens, senior vice president of Program & Youth Development Services.

Therefore, when Nov. 30, 2006, was officially proclaimed National Methamphetamine Awareness Day by President George W. Bush, BGCA issued a call to action. Clubs nationwide were encouraged to observe the day with community events, presentations and informal discussions.

Combating the Problem

Boys & Girls Clubs around the country report the devastating effects meth has in their communities. Following are examples of Club staff engaging young people and

communities in activities to combat the use of methamphetamine.

Female members participating in the SMART Girls program of the Boys & Girls Club of Lincoln County in North Platte, Neb., featured an open house themed “Mayhem of Meth.” The “Smart Girls,” as the group dubbed themselves, put together an informative lecture, pamphlets and a presentation featured on their local NBC affiliate. Their project also received coverage on the front page of the North Platte Telegraph.

In Winchester, Va., the Boys & Girls Clubs of Northern Shenandoah Valley incorporated meth abuse awareness into their SMART Moves, Passport to Manhood, Street SMART and SMART Girls programs. In addition, because of the Club’s influence, the local newspaper distributed flyers informing the public about how meth can impact the community.

More than 200 members of the Boys & Girls Clubs of Columbus, Ohio, participated in meth awareness activities, including a workshop presented by the Columbus Police

Department. The West Fresno Unit of the Boys & Girls Clubs of Fresno County, Calif., collaborated with the local Drug Enforcement Agency, and arranged for an agent to visit the Club to educate members about the severe consequences related to meth.

At the Boys & Girls Clubs of Western Lane County in Florence, Ore., members were quizzed on their knowledge of meth. Michele Laursen-Dollman, teen program coordinator, sat with Club members and reviewed their answers to make sure they had a basic understanding of the drug’s effects. She also read heart-wrenching accounts of the devastation caused by meth.

“After the activity, several kids approached me and told me how meth has affected them,” says Laursen-Dollman. “It was a great opportunity to reach the kids on another level.”

Sharon Hemphill is senior director, Health and Life Skills for BGCA.

more about Meth

! Here are some tips on educating your Club members – and yourself – about the dangers of meth.

- ! Learn more about the war on meth, national resources and events by visiting www.usdoj.gov/methawareness and www.drugfree.org/meth.
- ! Network with local agencies such as the police department and DEA. Ask them to visit your Club and give informative presentations to help educate your members.
- ! BGCA has collaborated with FirstPic, Inc., a research and consulting group, to create MethSMART, a program designed to make meth prevention and awareness a team effort between young people and the adults involved in their lives. To learn more, visit www.cpinitiatives.org.

101st Annual National Conference

Starting Our Second Century of Service in Style

Excitement and energy filled the air as more than 3,200 Boys & Girls Club professionals, board members and supporters gathered in Orlando, Fla., May 16-19 for our 101st Annual National Conference.

With a theme of *Keeping Our Promise: Boys & Girls Clubs of America...The Next 100 Years*, the conference inspired Club professionals and volunteers alike to renew our commitment to young people as we begin our second century of service.

Thought-provoking workshops and speakers provided attendees with valuable information and insight about working with today's youth. The always-inspiring Alumni Hall of Fame induction ceremony celebrated the important role Clubs can play in shaping a positive path for their members. As the week drew to a close, the Conference Finale Dinner showcased the best and brightest Boys & Girls Clubs have to offer as talented Club members from across the country wowed the crowd with their talent and enthusiasm (*below, this page*).

Whether or not you were able to join us in Orlando, here are a few photographic highlights from a highly successful and motivational week.

Talented youth from Clubs across the country (pictured with BGCA staff members) wowed the audience at the Conference Finale Dinner



Courtney Vance, 2005 Alumni Hall of Fame inductee and host of this year's ceremony, gives a riveting address



Sonia Manzano, Noel M. Tichy and Stedman Graham give inspiring keynote speeches



Conference Mime James Steed of the Glen Hines BGC in Newburgh, N.Y., presents our mission statement

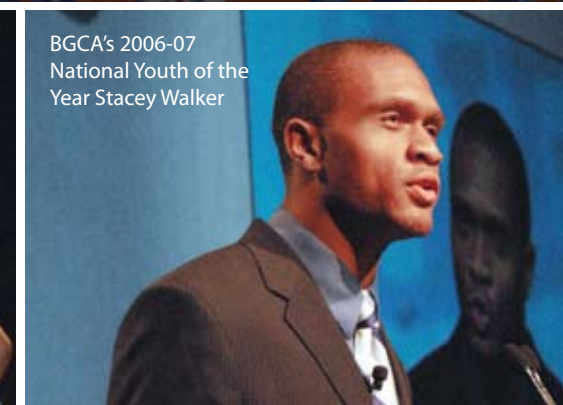
Alumni Hall of Fame Class of 2007: Earth, Wind & Fire's Verdine White; WNBA star Semeka Randall; NFL star Joe Horn; U.S. Navy Blue Angels pilot Capt. Steve Foley; chairman and CEO of DNS Associates Dave Condon; sports broadcaster Lee Corso; Lt. Gen. Michael Rochelle; and music industry executive Joe Lamond



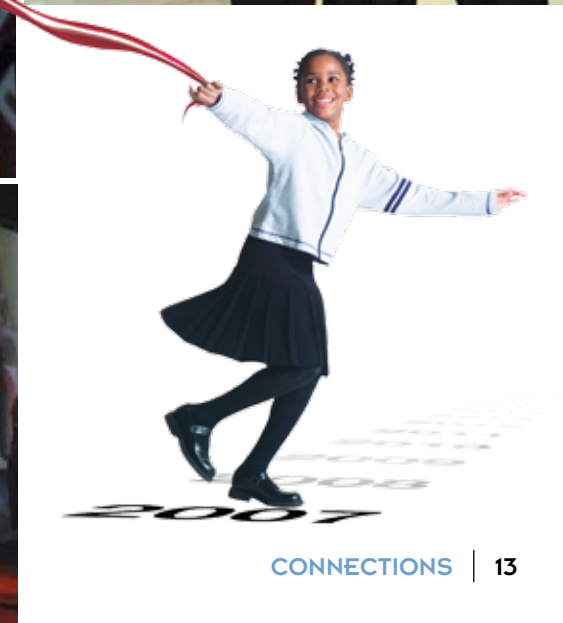
Oscar-nominated actress Angela Bassett (and wife of Courtney Vance) made a special appearance at the AHOF induction ceremony, accompanied by Bronwyn (pictured) & Slater Vance



BGCA's 2006-07 National Youth of the Year Stacey Walker



Irene Garth and BGCA President Roxanne Spillett present the Thomas G. Garth Character & Courage Award to Sue Reed, chief professional officer for the Boys & Girls Clubs of the Gulf Coast in Biloxi, Miss.



PROOF Positive

The Harris Survey of Club Alumni

In an increasingly competitive world, with more worthy causes pursuing a limited amount of charitable dollars, with donors demanding a return on investment, it is not enough to say you make a difference. You must prove it, as well.

The new Harris Survey of Club alumni – similar surveys were conducted in 1985 and 1999 – offers proof positive: Boys & Girls Clubs have an immediate and long-lasting

impact on the lives of alumni. This is seen in these two key survey findings below.

The 57 percent figure is remarkable enough in itself, and even more impressive when you consider that this number is up 5 percent from 1999. Clearly, Boys & Girls Clubs are more relevant – and necessary – than ever for the young people who need us most.

57%

of alumni said the Club saved their life

91%

of alumni are satisfied with their adult life

Educational Attainment

Despite challenges faced by many Club members, the Harris Survey finds alumni equal or exceed the U.S. population in academic attainment. And while the number of Americans who do not finish high school totals 16 percent, the percentage of Club alumni in the same category is only half that.

Alumni also report that the Club experience had a profound impact on their attitudes about learning. The findings are particularly dramatic among minorities:

90% of alumni graduate high school, compared to 85% at the national level

26% of alumni are just as likely as the general U.S. population to earn a college degree

	Total	African-American	Hispanic	White
I became more committed to my education.	62%	72%	73%	55%
The Club helped me graduate from high school.	45%	48%	59%	39%
I am the first person in my family to go to college.	33%	32%	36%	31%
I would have dropped out of high school.	28%	31%	26%	28%



RICK GOINGS

Rick Goings

LOCAL Option

Harris Interactive has created a survey tool enabling local Boys & Girls Club organizations to conduct their own alumni poll. Alumni can be directed to take the online survey and generate local results. Check www.bgca.net for more information on options and pricing.

Impact on Character Development

Throughout our history, we have known that adult staff make the difference in Clubs. The Harris findings put this in specific terms as Club alumni acknowledge and recognize the positive effects staff had on various aspects of their lives – as children and adults – including:

- + Knowing right from wrong 85%
- + Self-confidence 82%
- + Self-esteem as a child or adolescent 78%
- + Learning good leadership skills 77%
- + Having someone to talk to 76%
- + Having goals and aspirations 67%
- + Ability to avoid difficulty with the law 67%

Tenure and Attendance

Experience has also shown us that frequency of attendance is key to gauging the positive impact of Clubs. The more young people visit a Club, the more they gain from it.

5.2 years Total Years of Club Participation

4 days Days per Week Attended Club

On average, alumni were Club members for more than five years and attended the Club four days a week, a substantial – indeed, generation-changing – level of participation.

More to Come

You'll hear more from us in the fall about these exciting and inspiring findings, but we wanted to share topline news from the new Harris Survey with you as soon as possible. I urge all Boys & Girls Clubs to also share the good news in the communities you serve so well.





Boys & Girls Clubs of Metro Denver teen members participate in the Words Can Heal assembly at the neighboring Boys & Girls Club of Greeley, Colo.

Reaching Out to Club Teens

By Linda M. Wiltse

The teen years are some of the most awkward and trying in a young life. But dealing with run-of-the-mill peer pressure is not the only issue facing teens today. Statistics show that the percentage of overweight youth has more than tripled since 1980. One in four teens drops out of high school; for Latino and African-American males, and Native American youth, the rate increases to about one out of two. Violent crime is also on the rise, particularly youth-on-youth incidents.

The lack of services available to teens in many communities places Boys & Girls Clubs in a unique position to reach those who need us most. While teens represent one-third of Club members, it is clear we can do much more.

“There’s no question about it,” says Roxanne Spillet, president for Boys & Girls Clubs of America. “Our mission makes it very clear we should be serving teens – and serving them with impact.”

With the continued support of Taco Bell Foundation, BGCA is committed to reach more teens, deepen impact on their lives, and find ways to serve them both inside and beyond the walls of Clubs.

Can You Do More?

Are you doing all you can to reach and serve teens with impact? BGCA has developed a set of standards to help Clubs determine current levels of service to teens and create development plans. BGCA’s teen services staff is also available to provide free training and technical assistance, including onsite consultations.

Several online resources are of great value as well. Visit www.bgca.net to check out the significantly enhanced Web community as well as BGCA’s Join the Club! initiative, which provides information to help attract and retain preteens and teens. And don’t forget to purchase THE CLUB merchandise online at <http://theclubwearables.com>.

Teens at the Boys & Girls Club of Omaha dish out delicious fare to younger Club members.



Looking to the Future

This past February, BGCA convened a Teen Think Tank of experts from Clubs, the academic/research sector and non-BGCA service providers to take a hard look at outreach to teens, where we need to go and how to get there. This meeting of the minds resulted in several recommendations.

- Define Desired Outcomes: Establish a national “teen vision” and encourage local boards to adopt it; create and execute a strategic plan involving all stakeholders (leadership, staff, teens, funders, community) and incorporate it into everyday operations, both nationally and locally.
- Develop Staffing Resources: Develop and test tools for recruiting, interviewing and selecting staff; leverage staff from partner institutions such as churches, AmeriCorps, colleges, etc., and use saved salary dollars to hire and compensate staff who work well with teens. BGCA should also provide recognition for outstanding Club teen staff.
- Involve Youth: Every Club should create a teen advisory panel to provide program and operational input (and help plan future budgets); encourage teens to serve on local and national governing boards and committees.
- Foster a Welcoming Environment: Create a separate budget for teen operations and programming to give teens multiple opportunities to influence their Club. To promote teen ownership in Clubs, they should be represented through art, pictures, etc. Clubs should designate a full-time teen director, but teens should also rotate through all areas of the Club so all staff interact with them.
- Evaluate Teen Programs: By gathering input from teens (members, non-members and former members), BGCA will be able to better identify needs, issues and messages that resonate internally and externally. Clubs can use this information to create a yearlong plan and calendar to reinforce key messages, and deploy resources such as signage, outreach materials and logo wear from THE CLUB brand, a line of merchandise designed specifically for teens.

Support for Clubs

On the local level, advisory councils consisting of Club staff and leadership who have demonstrated effectiveness in serving teens were established in all five BGCA regions to provide support to Clubs. Partnerships between Taco Bell franchises and local Clubs to provide ongoing support for teen services are also being established.

Finally, every year five Clubs will be selected to serve as Teen Excellence Clubs. These Clubs will be chosen based on board and leadership commitment to serving teens with impact; outstanding staff and quality programming; and impact assessment scores in the teen section that fall in the advancing or excelling range, among other criteria.

To maximize their effectiveness as national models, the Teen Excellence Clubs will receive long-term funding and provide job-shadowing opportunities for teen staff from other Clubs. “We are proud to be selected as one of the five Teen Excellence Clubs,” says Tim Sheahan, president and CEO of Boys & Girls Clubs of Metro Denver. “We hope to serve as a model for other successful Clubs.”

Linda M. Wiltse is vice president, Program & Youth Development Services for BGCA. For more information on serving teens, please contact her at lwiltse@bgca.org or (404) 487-5874.



Members of the Boys & Girls Club of Omaha proudly show off “The Club” gear.

Club Teens Speak Out

A national survey of teen members conducted in early 2007 revealed what they like and don’t like about Clubs, what they want and why teens might not attend.

Why did you start coming to the Club?

- My friends come here (206)
- I came when younger and just kept coming (175)
- I was bored at home (159)

What do you like best at the Club – what keeps you attending?

- My friends come here (253)
- It’s better than being at home (197)
- I like a program or activity (174)

What would you change to make the Club better?

- Nothing, the Club is fine (64)
- More/new/bigger/separate space for teens (44)

If you have friends who don’t come to the Club, why not?

- They have other things to do (260)
- They think it’s boring (172)
- They think it’s for little kids (151)

Congratulations to the 2007 Teen Excellence Clubs!

- BGCs of Central Florida
- BGCs of Metro Denver
- BGCs of Omaha, Neb.
- BGCs of the Los Angeles Harbor, Calif.
- BGCs of Woburn, Mass.



Juliet Gilliam, ESPN's senior director of corporate outreach, briefs Good Morning America's Robin Roberts on the build.

Designed By Kids, Built By Volunteers

New Playground Helps Restore Normalcy for Area Youth

By Katy Griggs

Two days of torrential downpours in Southeast Louisiana couldn't stop them. After all, they were veterans of Hurricane Katrina.

So when the sun came out on April 12, more than 140 volunteers from Disney, ESPN, KaBOOM! and other local organizations waded through a muddy field, cleaned it up, and built a safe and fun play area for the Slidell unit of Boys & Girls Clubs of Southeast Louisiana. Designed by Club members, the new playground will also serve more than 400 community children.

"On the day of the playground build, volunteers were in the mud, ready to make it happen," says Marla Meadors, director of the Slidell Club and organizer of the build. "They got their hands dirty so that kids could have a safe place to play and have fun."

A Community Comes Together

The project was part of Operation Playground, a commitment by KaBOOM! – a national nonprofit envisioning playgrounds within walking distance of every American child – to build 100 playgrounds in Gulf Coast communities battered by Hurricanes Katrina and Rita in 2005. This playground project is a result of a partnership between Disney, ESPN, KaBOOM!, the Slidell Club and Boys & Girls Clubs of America.

"The Walt Disney Company was thrilled to be a part of this project. This day truly showed the tremendous impact people can have in the lives of children if we join forces and work together as a team," says Kerry Chandler, senior vice president, Corporate Responsibility, The Walt Disney Company. "This collaborative effort allowed us to create, in one day, a safe place for play for hundreds of children and demonstrated the dedication of a range of people from all walks of life who are committed to serving their communities and their youth."

Even Club kids served as important partners for the build. To make the playground more personal and compelling, a Design Day event was held at the Club in February.

"It was amazing to watch their ideas come to life over a period of five to six hours."

— Marla Meadors, director of the Slidell Club and organizer of the build.



Members used their imaginations and drew many attractive ideas for their recreational area. The playground's final design was based on their input.

"It was amazing to watch their ideas come to life over a period of five to six hours," says Marla Meadors.

Volunteers refurbished the basketball court, created a colorful mural on the wall next to the playground and installed benches for outdoor seating. ESPN and Disney representatives hosted a career panel for local teens, created a new teen room and built a shed to store all of the new sports equipment they donated to the Club. Local residents planted flower beds around the benches for added color.

A special highlight was a visit from Robin Roberts, co-anchor of ABC's Good Morning America. Roberts was following up on a report that she did last year on Hurricane Katrina recovery efforts at Clubs along the Gulf Coast. She also has a personal connection with Boys & Girls Clubs: her parents helped found a Club in Pass Christian, Miss.

According to Meadors, one of the best things about the playground's volunteer force was the variety of people who worked on the project. "In addition to our community residents, we had Club staff, plus all the top executives from ESPN, Disney, the AFL and the New Orleans Voo Doo football team," she says. "As a result, we had great leadership and community strength to help us pull it off."

Coming a Long Way

The playground is the latest step in rebuilding the Slidell Club. After Hurricane Katrina blew through the area, the Club had eight feet of standing water inside, resulting in extensive interior damage. It needed to be completely gutted and put back together again. Community volunteers played a major role in cleaning up and renovating the Club during that phase. In addition, the Slidell Club received funding from Disney's \$1.5 million donation in 2006, specifically earmarked to help rebuild Clubs damaged by Katrina. Interior renovation was finished in July 2006.

Many of the families evacuated before and after the hurricane did not begin returning to the area until after the school year let out, in the spring of 2006. This summer, it is expected that the Club's average daily attendance will return to its pre-hurricane levels of approximately 135 young people per day.

In the meantime, Club kids were using a nearby park to play. But since the park was not located on Club grounds, it was often challenging to ensure children's safety.

"Having the kids play outside in a safe environment was a big issue for our Club," says Meadors.

Opening Day

Four days after the build, on April 16, the official grand opening ceremony for

the new playground took place. Under sunny skies, about 150 people were on hand, including members of the city council, the local elementary school principal and 90 children.

Excitement filled the air, but the Slidell kids waited patiently for the ribbon cutting ceremony to finish before bounding onto their new playground. Smiles were everywhere, and the sound of children's laughter could be heard.

Club kids eagerly took in the wonders of their new place to play. They shouted with delight as they jumped around the "lily pads," six beams that tested their sense of balance. The refurbished basketball court, which previously had only one backboard, now has five. Picnic tables placed under trees provide a serene setting for future gatherings.

Younger Boys & Girls Club kids weren't the only ones to benefit from the volunteer event. After hearing that Club teens needed a space of their own, ESPN executives surprised Meadors with a fully furnished and decorated teen room, complete with a Playstation, air hockey set, bikes and skateboards.

"These young people have gone through a lot," says Meadors. "But now they can come here every day with expectations that they can just be kids. Having this playground brings children back to a positive place."

Katy Griggs is editorial coordinator for BGCA.

Progress & Promise

Celebrating Native American Clubs

By Johanna Lindemann

The Boys & Girls Club Movement's Centennial year brought with it many gifts. One was a milestone in Native American Club development: In 2006, Boys & Girls Clubs of America reached the goal of 200 Clubs on Native American lands. Since then, eight more have opened.

Along with numerical goals came many achievements in programs and special services. Mentoring, building good health and waging war on drugs were all top of mind for Native American Clubs as our Movement enters its second century of service.

Mentoring Programs Bring Hope

The National Native American Mentoring Program is a unique initiative in Indian Country as one tribe – the Navajo Nation – received a grant from the U.S. Department of Health and Human Services. The Navajo Nation then distributed funds to 16 Boys & Girls Clubs across the country to run a mentoring program for youth with incarcerated parents. This national Native American initiative currently serves nearly 300 youth in seven states. Boys & Girls Club program sites report that mentored youth demonstrate improved confidence and attitudes, fewer behavior problems, greater participation in Club activities, better school attendance and improved grades.

Building Futures Through Good Health

On the T.R.A.I.L. (Together Raising Awareness for Indian Life) to Diabetes Prevention, a comprehensive health program in Native Clubs, has expanded from six pilot sites in 2003 to 40 sites today. Its focus is on diabetes education, healthy eating, exercise and community change. Over the

past four years, T.R.A.I.L. has reached at least 4,500 Native youth in more than 60 Native communities.

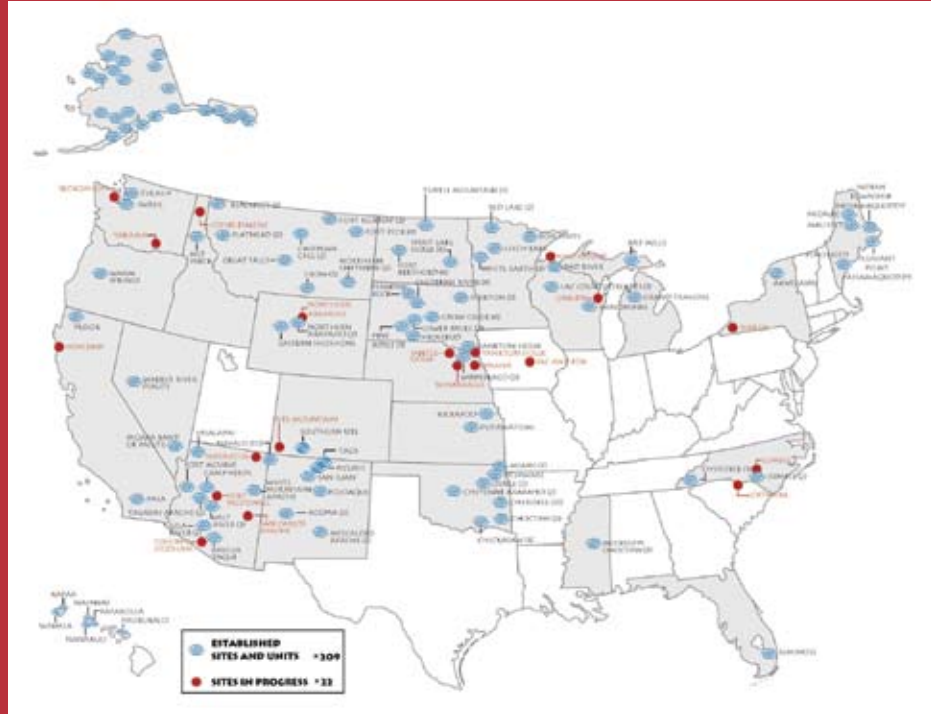
Funding for this program is from Indian Health Service (IHS) and passed through the National Congress of American Indians. Dr. Charles Grim, the director of IHS, is a true friend to Indian Country. Through his advocacy of T.R.A.I.L., he has demonstrated continuing support and belief in Boys & Girls Clubs.

A fundamental principle of good health is eating well – and the Kids Café program is promoting healthy nutrition in even more Native Clubs this year. Created by America's Second Harvest, Kids Café is an innovative program that provides hot, healthy meals to children in need at Boys & Girls Clubs, community centers and other locations across the U.S. (with more than 1,600 locations overall). Two new Kids Café sites opened in Indian Country last March.

Native American Summit

In February, the Native American Summit was held in Hollywood, Fla. Hosted by the Seminole Nation, this summit was the first ever held on Native lands. Attendees enjoyed three days of educational, motivational and cultural activities focused on the theme, "Celebrate Our Youth and Culture: A Journey from the Past into the Future." The summit opened with a pow wow (traditional dancing, singing and drumming) – another first for a Native Clubs' event.

Participants included tribal leaders, federal and state government representatives, Club professional staff and board volunteers, as well as corporations with an interest in serving youth in Native America.



Battling a National Enemy

Methamphetamine is a dangerous and highly addictive drug that is taking a severe toll among young people nationwide, including those on Indian lands. The Department of Health and Human Services estimates that as of 2004, the rate of methamphetamine abuse among Native Americans was nearly double that of whites. (See pages 10-11 in this issue of *Connections* for more information about the dangers of methamphetamine.)

Tribal leaders have described the effect this drug is having on their communities in vivid detail. San Carlos Apache Chairwoman Kathleen Ketchiyan testified before the Senate Indian Affairs Committee earlier this year, reporting that as recently as 2005 approximately 25 percent of reservation births resulted in babies born under the influence of meth.

Joe Garcia, president of the National Congress of American Indians, stated it simply: "Methamphetamine is killing our people and devastating our communities."

Since 1990, BGCA's nationally acclaimed SMART Moves prevention program has helped young people avoid four immediate threats to their well-being: alcohol, tobacco, other drugs, and premature sexual activity. MethSMART, an extension of SMART Moves, focuses specifically on the growing threat of methamphetamine abuse. The MethSMART program is designed to align with the cultural values of its target audiences and address contexts in which Native American youth are likely to encounter choices about drug use.

Continuing a Mission

Developing and strengthening more than 200 Clubs in Indian country is an ongoing strategy for the Movement. At this year's Native American Summit, Ron Gurley, chairman of BGCA's Native American National Advisory Committee, spoke of the gifts these Clubs give every day: "Hope and opportunity are available to each child who attends a Boys & Girls Club in Indian Country. Tens of thousands of our young people are getting a chance, on an even playing field, to exercise their talents and abilities."

Johanna Lindemann is director, strategic communications for BGCA.

The Facts on Native Americans

Population

- 569 federally recognized tribes
- 2.5 million self-identified Native Americans
- Nearly 1.4 million are children (18 years and under)

Challenges

- 32 percent of Native American children live below poverty level
- 46 percent of Native American adults are unemployed – figure runs up to 80 percent on some reservations
- 48 percent of Native Americans do not finish high school
- Native American teens ages 15-19 have the highest suicide rate of any racial group in the U.S.

Boys & Girls Clubs on Native Lands

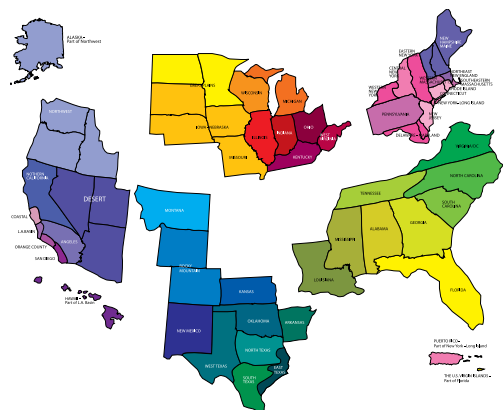
- More than 200 Clubs in operation
- More than 140,000 Native American youth served
- Locations in 25 states, serving 86 American Indian, Alaskan Native and Native Hawaiian communities
- Guided by BGCA's Native American National Advisory Committee

For more information on Native American Clubs, visit www.naclubs.org or call the Boys & Girls Clubs Native American Resource Center at 1-866-NACLUBS.



Snapshots from the 2007 Native American Summit, held Feb. 13-15 in Hollywood, Fla:

(left) Acolorguard opens the summit, which took place on Native American land for the first time; (right) members of the Chickasaw tribe join in the celebration.



“This has energized our grassroots base of support. Enthusiasm and confidence have never been higher, and it’s all translating into tangible results and dollars.

— Rick Nagel, National Area Council Committee member, on cooperation between the state alliance and area council in Oklahoma.

Area Councils & State Alliances

Working Together for America’s Children

In 2006, Boys & Girls Club state alliances generated \$56 million in state government funding. That outstanding achievement was made possible in concert with area councils, which provide crucial feedback on strategic direction for the Boys & Girls Club Movement. Each year, thousands of board volunteers serving on area councils work to strengthen local Clubs through networking and education.

Focus of Area Councils

Area councils have been an important and powerful force since their creation in 1944. They are frequently the channel through which ideas, suggestions and proposals flow to the National Council, the governing body for Boys & Girls Clubs. Proposals initiated and discussed by area councils have been brought to Boys & Girls Clubs of America, the national organization, resulting in changes to membership requirements and creation of strategic plans for our Movement.

In addition to enhancing the flow of information between local organizations and BGCA, area councils also bring board and professional leadership together to exchange information and discuss plans, trends, common challenges and best practices.

Focus of State Alliances

Since 1997, state alliances have also played a vital role in the Movement. In addition to raising funds in support of local Clubs, these alliances – now numbering 45 – promote and strengthen relationships with public and private agencies.

Alliances are administered by a board of directors, but also conduct membership meetings with all local participating Clubs. This provides a mechanism for joint decisions, communications and exchange of ideas. The collective decisions of a state alliance, coupled with the requirements of various funding sources, can expand and enhance Club programming across each state.

A Collaborative Effort

To increase the mutual efficiencies of area councils and alliances, many are working together to plan and coordinate meetings and activities. The state alliance and area council in Oklahoma have already discovered the benefits of doing so by combining each group’s required events, including planning meetings and state Youth of the Year activities.

“We have boosted attendance, developed a more meaningful training program for our board and staff, and created a heightened sense of awareness of Clubs within the state legislature,” says Rick Nagel, past president of the Oklahoma Area Council and a member of the National Area Council Committee. “This has energized our grassroots base of support. Enthusiasm and confidence have never been higher, and it’s all translating into tangible results and dollars.”

Randy Lewis, president of the Oklahoma Alliance Board, concurs. “By working together we have strengthened both groups and developed a real sense of camaraderie and a cooperative spirit across the state,” he says.

As Boys & Girls Clubs embark on their second century of service, state alliances and area councils will continue to play pivotal roles in realizing the vision of our Movement – an age in which success is within the reach of every child.



Guiding Teens on The Path to Success

Boys & Girls Clubs of America is proud to partner with Macy’s in helping teens gain the skills they need to graduate from high school. Thanks to Macy’s generous support of \$1.2 million for Goals for Graduation, teens are focusing on academic achievement and learning how to become self-directed, responsible and productive individuals.

Because Macy’s realizes that middle school is the time when youth can most easily become disengaged from the learning process, the company is funding programs that enable younger students to prepare for success in high school.

Thank you, Macy’s!



From Tragedy to Hope

“The test of the morality of a society is what it does for its children.”
— Dietrich Bonhoeffer

A Community’s Vision

By Daniel Laurendeau and Joseph & Lisabeth Marziello



Daniel Laurendeau is campaign administrator and Joseph & Lisabeth Marziello are CEOs for Boys & Girls Clubs of Portland (Ore.) Metropolitan Area.

August 17, 1988, marked an end – and a beginning – for the city of Portland.

That evening, 17-year-old Joseph “Ray Ray” Winston lay dead in a neighborhood park – victim of a gang-related drive-by shooting. The first such murder in Portland, it enveloped an entire neighborhood in fear.

Columbia Villa was built in 1942 as temporary housing for shipbuilders during World War II. Across the years, the 82-acre area became public housing – and Portland’s ghetto. Winston’s murder there seemed to signal the end of hope for the struggling community.

But in the wake of tragedy, a dream had its beginnings. Ambitious and long in the making, it was brought to life by Steve Rudman, executive director for the Housing Authority of Portland. He envisioned a safer, more livable community for the people of Columbia Villa – a place that came to involve Boys & Girls Clubs.

The financial catalyst was a federal grant from the Department of Housing and Urban Development (HUD) enabling housing officials to break ground – in 2004 – on the largest new mixed-income revitalization project ever undertaken in the state of Oregon.

The \$153 million project involved nothing less than demolition of Columbia Villa’s 462 barracks-style apartments and creation of an entirely new community complete with townhouses, garden-style apartments, social and recreational facilities. An ideal place for one of our Clubs.

Boys & Girls Clubs of Portland (Ore.) Metropolitan Area

Founded:	1947
Budget:	\$4,413,660
Facilities:	18
Members:	12,130

Credibility and Collaboration

To ensure success, the Portland Housing Authority recruited local agency partners that could provide expertise and specialized services for a well-planned community. One partnership made sense right away.

Focus groups, town hall meetings and interviews with families all reached the same conclusion: placing a Boys & Girls Club in the heart of this redevelopment would bring hope to its residents and a safe, secure environment for its children. The corporate community and individual supporters donated \$2.4 million to Boys & Girls Clubs of Portland to make this possible.

Thus began a partnership that can change the landscape of opportunity for more than 1,400 youth residing in the community known as New Columbia. The Boys & Girls Club, housing authority and Portland Public Schools came together to develop a new complex to serve the educational, recreational and social development needs of children.

The results culminated in construction of Portland Public Schools’ first new elementary school in 30 years, Rosa Parks Elementary, and Portland’s newest youth serving facility, the Regence Boys & Girls Club. Co-location of a Club and school under one roof – with a common space between – was a vital element in one of the most ambitious, successful urban revitalization projects in Portland’s history.

A National Model

A Corps of Discovery group, acting to achieve consensus among organizations, chart progress and develop the vision into reality, was formed to facilitate the development process. This group included representatives from the project partners, as well as the City of Portland, community developers, architects and key investors.

By avoiding duplication of services and maximizing joint use of space, the group exemplifies the power of partnership when resources are shared for the overall good of citizens, taxpayers and donors, and philanthropic funding is used judiciously.

The 21,000-sq. ft. Regence Boys & Girls Club, officially opened in June and already serving 500 young people in conjunction with the school, is named for the company whose leadership gift helped make the facility possible. Regence Group, the largest not-for-profit healthcare company in the Northwest, is parent company of Regence BlueCross BlueShield of Oregon.

The Importance of Credibility

Clubs need to be recognized as being in the forefront of youth development in their communities. The Boys & Girls Clubs of Portland Metropolitan Area, in operation for 60 years, was well-positioned to partner with housing authority officials when the call came.

During the last five years, the physical reach of our organization has increased from four Club facilities and one after-school program, to six Clubs and 12 after-school programs in the metro area, serving more than 12,000 kids. With increased support from private and public foundations, corporations and individuals, our overall budget has grown from \$1.7 million to \$4.4 million.

These changes have made us one of the strongest, most credible youth development organizations in Portland, reaching young people who need Clubs most. This reputation propelled us to be part of a collaboration that is reaching a diverse community – 13 languages are spoken among the families of our kids – in an area where the Club is the only youth-serving organization available.

Symbol of Hope

Across the street from the main entrance of the new Regence Boys & Girls Club stands a towering oak tree – under which Ray Ray Winston died almost 20 years ago.

In good times and bad, the tree reminds people of a young person who left us too soon. And it flourishes like our new Boys & Girls Club, which will save the lives of a new generation.

The Power of Hope

New Columbia is part of the Hope VI program, introduced by HUD in 1992 to provide extensive revitalization of public housing deemed so severely distressed that conventional modernization would be ineffective. Such efforts are underway in communities nationwide, including Detroit and Jacksonville, Fla., where new Clubs are being built in partnership with local housing authorities and the National Football League.



Helping America's Youth

By Denise White and Carolyn Francis

The Akwesasne Boys & Girls Club used the flexibility and creativity of Helping America's Youth [see box] to mobilize a broad-based group of youth-serving agencies on the St. Regis Mohawk Reservation. The young people we serve come from both sides of the reservation, in the U.S. and Canada.

The resulting Akwesasne Coalition for Community Empowerment is made up of 15 organizations, including St. Regis Mohawk Tribal Human Services (U.S.); the Mohawk Council of Akwesasne Child & Family Services (Canada); prevention, health, education, domestic violence prevention and justice programs; as well as police agencies from both sides of the territory, including the Royal Canadian Military Police.

As we created this coalition, The Community Guide to Helping America's Youth served as a planning tool, offering guidelines at each level of a three-step process.

Step 1: Community Partnerships – How to bring community partners together to discuss issues and explore interrelated risk factors.

Step 2: Community Assessment – Finding out what's happening in the community. This process identifies challenges facing youth and guides organizations in prioritizing issues.

Step 3: Identify Resources – A program tool to identify community resources.

For purposes of this article, we focus on the comprehensive program that resulted from our community assessment process. As we began that process, all 15 coalition partners came together to identify a wide variety of issues and risk factors in our area. The top three: violence, early onset of drug/alcohol abuse and community disorganization.

The coalition decided to address community disorganization, which has been determined to be a significant predictor of youth violence and substance abuse.

Akwesasne (N.Y.) Boys & Girls Club

Founded: 2001
Budget: \$697,000
Facilities: 1
Members: 612

Helping America's Youth (HAY)

HAY, a nationwide effort led by First Lady Laura Bush, is designed to benefit children and teenagers by encouraging action in the three key areas of family, school and community.

An interactive tool, The Community Guide to Helping America's Youth, is available on the HAY Web site. It is designed to help communities and agencies build partnerships, assess their needs and resources, and select program designs for local replication.

Visit www.helpingamericayouth.org for additional information.

January	Honesty
February	Love
March	Truth
April	Pride

May	Diversity
June	Wisdom
July	Commitment
August	Generosity

September	Respect
October	Responsibility
November	Courage
December	Humility/Focus/Tradition

Yearlong Planning

Coalition agencies created a yearlong series of activities to address the many factors that cause community disorganization. Our design encouraged people to work together in a way that would promote health throughout the community as a whole. Youth involved in the process identified values of the ideal community in which they would like to live. Each of these values became a monthly theme.

Once we established the themes, our Boys & Girls Club members suggested strategies for a saturation campaign to reach the entire community. Club kids were trained at our local Native radio station to deliver 30-second radio spots focusing on that month's theme. They wrote scripts for each commercial and delivered the on-air messages. To further promote each theme, the young people created posters, featuring inspirational quotations, displayed in area businesses, schools, group homes, agencies and offices.

Our local schools were also an important partner, holding student discussions that focused on the monthly themes. Educators chose books, for use by reading groups, to reinforce the coalition's overarching message about community improvement.

In addition, the theme of the month was tied into special holidays, school and community events. The theme of courage was celebrated with a Nov. 11 Honoring Our Veterans reception at the Club.

An Inspiration

Helping America's Youth inspired us to reach out to all segments of the community, including younger children, teens, elders, parents, schools and agencies. What were the results? HAY demonstrated the value of partnerships, and the importance of uniting disparate organizations around a common purpose: to make this a better community.

As we progress there will be continuing dialogue through monthly coalition meetings, as well as coordination of community-wide events. With prevention you don't see immediate results. But thanks to HAY, this community better knows the resources it can mobilize to positively impact young lives.

Want to read about another Club's experience with the HAY project? Visit bgca.net and discover the story behind the successful experience of the Boys & Girls Clubs of Raleigh, N.C.

Program Example

Here's an example of programming messages for October, focusing on responsibility. Teen Club members recorded radio spots that were aired throughout the month:

"Responsibility: The state or fact of being responsible. You can do what must be done."

"With every right comes a responsibility. By taking responsibility, we make our community a better place."

"I have a right to my own personal space and a responsibility to respect others' privacy."

"I have a right to be respected and a responsibility to treat others with respect."

"I have the right to know the rules and a responsibility to follow them."

Bulletin boards throughout the community highlighted the theme of responsibility. Discussion groups in schools and the Club focused on being a responsible citizen, family member and student. Young people developed lists of ways they could show responsibility in their lives.

Red Ribbon Week is a national promotion for drug- and alcohol-free lifestyles that is celebrated in October. Our school coalition partners celebrated the week with daily wardrobe themes such as "Red Shirt Day." Letters promoting the celebration with tips on teaching responsibility at home were sent to all parents and guardians.

The St. Regis Mohawk School incorporated the responsibility theme into its book of the month program by selecting *Baby Rattlesnake*, told by Te Ata, adapted by Lynn Moroney. In it, a demanding little rattler learns his responsibilities as a member of the family.

Denise White is executive director and Carolyn Francis is program director for the Akwesasne (N.Y.) Boys & Girls Club.



Clubs Engaging Members of Congress

Essential to Our Federal Funding Strategy

By Lorraine Howerton

With the federal Office of Justice Programs' appropriation of \$70 million included in fiscal year 2007 for the Boys & Girls Club Movement, now is a good time to review the roles we can all play to continue our positive relationship with the U.S. Congress.

For more than a decade, federal funding has been our growth engine and our Members of Congress have been the fuel to make the engine run. It is incumbent upon each of us to say thank you, and demonstrate to Members of Congress the value those dollars bring to our Clubs and our kids. Our future success depends on all of us working together.

So how should Clubs reach out to Members of Congress and help ensure our continued success? A few great examples of engaging your Members of Congress include inviting them to tour a Club, visit the Club for a special event, or hold a check presentation at the Club. Many of you already execute

these strategies with great ease and great returns; all of you can do so.

The process for inviting a Member of Congress or senator to your Club is relatively simple. Your Government Relations staff stands ready to help you with every step of the process. We can tell you who your Member of Congress is, how to contact her or him, when they are in the congressional district for potential site visits and many more things. We can coach or facilitate individual meetings with these Members of Congress. Contact us today and learn more about how you can help ensure our success in securing federal dollars.

It is no secret that our strength as a Movement comes from local Clubs and all the great work each of you do every day for children across our nation and around the world. Let us help you demonstrate that strength. Call your Government Relations team at (202) 478-6200.

Lorraine Howerton is senior vice president of BGCA's Office of Government Relations.

Proposition 49: California's New After-School Funding

Boys & Girls Clubs of America's Office of Government Relations and the California Alliance of Boys & Girls Clubs are working diligently with local organizations to position them as recipients of California's new funding for after-school programs – Prop 49.

Thanks to generous grants from the David and Lucile Packard Foundation and the B.C. McCabe Foundation, a position was funded to facilitate the technical assistance and education California Clubs need.

Prop 49 guarantees \$550 million in after-school programs through the After School Education and Safety (ASES) program. Two main goals of the program are to keep students safe after school and improve student academic outcomes. Program requirements include an educational and literacy component.

The funding involves three-year renewable grants and is continuously appropriated outside of the state budget. ASES represents the nation's largest government investment in after-school programs.

Due to its sheer size, Prop 49 has the ability to radically change the landscape of Clubs in California – not only by the

sustainable funding, but also because Clubs will have a greater capacity to reach schools and communities they previously would not have been able to serve.

Grant awards were recently announced and 53 Boys & Girls Club organizations throughout California reported they would receive more than \$20 million in new funding for delivering ASES programs at 94 new elementary school sites, 42 new middle school sites and 30 Club sites. The average amount of ASES funds per organization is more than \$412,000.

What a monumental success! Together, we are making a difference.



Rhode Island's Sen. Jack Reed and Rep. Jack Langevin present a check for 2006 OJJDP funding to the Boys & Girls Club of Providence.



Lorraine Howerton, senior VP of BGCA's Office of Government Relations; Jim Clark, president & CEO of the BGCs of Greater Milwaukee; Sen. Herb Kohl (D-Wis.); David Knutson, VP of government affairs for BGCs of Greater Milwaukee; and Chris Abele, board chair for the Milwaukee organization.



Rep. Brad Miller of North Carolina visits with Ralph Capps, president and CEO of the Boys & Girls Clubs of Raleigh, and Byron Laws, the Raleigh organization's 2007 Youth of the Year.

Federal Funding Update

The Office of Justice Programs (OJP) intends to provide \$70 million to the Boys & Girls Club Movement for fiscal year 2007. This funding will enable us to reach and impact thousands of young people in greatest need.

OJP recently identified the funding priorities for the appropriation:

- **\$40 million** – For pass-through grants to reach and serve severely-distressed neighborhoods in America, serving youth with the

greatest needs. Specific criteria for this funding are still being finalized by OJP.

- **\$20 million** – For pass-through grants to Clubs serving Native American lands and public housing. For the latter, focus will be placed on previously unserved communities. In this category, we will work with FirstPic, Inc., our longtime partner and valued resource for Native American and public housing Clubs.
- **\$10 million** – For work with law enforcement and anti-gang activities connected to Boys & Girls Clubs.

As in the past, this funding is not automatic – it begins with an application process, which is currently underway. However, we want to let you know the overall strategy, so you can begin to look within your own communities to identify those areas classified as severely distressed, or unserved/underserved public housing developments.

Our Government Relations and Federal Grants team is working diligently to finalize details with OJP, and we will keep you posted as soon as more information is available.

Keeping Our Promise

Boys & Girls Clubs of America...The Next 100 Years

2007 Youth Development Conferences

Empower your Club's staff for our second century of work with America's youth. Make sure they take advantage of BGCA's premier training opportunity for youth development professionals to gain new strategies and tools for deepening their impact on more young people.



**BOYS & GIRLS CLUBS
OF AMERICA**

Watch www.bgca.net and your Club's mail for more information and registration materials!

Pacific North
Aug. 28-30
Hilton Hotel
Bellevue, Wash.

Northeast
Aug. 28-30
Westchester
Marriott Tarrytown
Tarrytown, N.Y.

Southwest
Sept. 4-7
Hyatt Regency at
Albuquerque
Convention Center
Albuquerque, N.M.

Midwest
Sept. 5-7
Hyatt Regency
Woodfield
Schaumburg, Ill.

Pacific South
Sept. 10-13
Doubletree Hotel
San Diego
Mission Valley
San Diego

Southeast
Sept. 24-26
Sheraton Birmingham
Birmingham, Ala.