

FY11 Thomas Jefferson Area United Way Final Report

Unit Name: Boys & Girls Clubs of Central Virginia

Completed By: James R. Pierce **Date:** August 4, 2011

1. For the current funding period, please highlight your program's goals, activities and results, noting any changes to your original plan/proposal. Include any relevant budget and/or financial information. Limit your response to no more than one page.

- In the fall of 2010, we opened the newly constructed Cherry Avenue facility featuring a designated Teen Center, a full-size gymnasium, multi-purpose room, two games rooms, two computer labs, a Learning Center and an Arts Studio.
- Increased the number of kids served at all Clubs, but particularly at the new Cherry Avenue facility where membership grew to 581 members and our Southwood facility grew to 277 members and remain strong with 226 at Jack Jouett.
- 702 new Members were registered in 2010 and 1,550 have participated in our mandatory homework program (Power Hour).
- Rebecca Hengstler was hired to direct the Cherry Avenue Club. Rebecca is a youth development professional who has served as a director at Boys & Girls Clubs in the Southeast Region and as an elementary school teacher in the Atlanta School District.
- Teen Program – dedicated space and dedicated times at both our Cherry Avenue and Southwood facilities. New programs were implemented on Friday nights in collaboration with the Charlottesville Police Department and we remained open later to serve this vulnerable populations.
- The Board of Directors approved a five year strategic plan in May, 2011 which was a result of a 10 month planning process to focus fulfilling our mission by providing a safe place to learn and grow through ongoing relationships with caring adult professionals, making a positive, lasting impact on youth through recreation, educational enhancements, job skills training, and proper social development.
- The Cherry Avenue facility is serving as a community resource and our Club facility has served the Thomas Jefferson Area United Way, Charlottesville City School System, Charlottesville Parks and Recreation Department, the Junior League, the Charlottesville Area Community Foundation, the Soccer Organization of Charlottesville/Albemarle, Abundant Life and the Youth Development Network of the Charlottesville/Albemarle Commission on Children and Families.
- We launched a financial literacy program “Money Matters” at our Cherry Avenue facility and increased participation to over 100 Club members throughout our sites.
- Every child attending the summer programs had the opportunity to participate in a minimum 60 minutes of physical activity and read a minimum of 30 minutes daily.

2. Please share a success story from your program. We are especially interested in stories that show a long-term impact on a person or family, and stories that show collaborations or referrals with other community programs in meeting a client's multiple needs.

Recently, a former Youth of the Year Club Member successfully completed an internship program through her association with the Club. She earned skills that ignited a spark that prompted her to ask about applying to become a Junior Club Staff member at the Club. When asked about why, she told us that dealing with people, being patient, and working with a team were all skills she added. She worked on her resume at the Club, and was encouraged to include her background as a Youth of the Month, and later Youth of the Year. Together, all of her Club experiences provided the confidence she needs to search for a regular job. "I just feel like I know how to talk in front of people. Like I can say what's on my mind," she said.

Life hasn't always been easy for her. Growing up with an incarcerated mother, she was often distracted by negative family and peer influences leading to a disconnect between who she was and her future, limitless potential. As she transitions from middle school to high school, we know that she sees a future far differently than when she first joined the Club.

As our teens get to the upper high school grades, many will have many different options for their futures. Job search and resume skills she learned through the Club will provide her a strong professional background that she will keep with her for her whole lifetime. When asked what she wants to be when she finishes high school, she said: "Actually, I can be doing things now that will allow me to be certified as a nurse's assistant when I come out of high school. When I get my first job, then I'll look at [a junior college] and after that, maybe I'll have enough certification or know what my next step will be in order to be an RN."

We know that her potential future as a Junior Club Staff member would both benefit the club, and benefit her future career choice. Interpersonal skills, responsibility, and working in teams are all skills she has to offer. She hopes to hone them over the coming months and years, as she prepares herself to be a productive, responsible, and caring citizen in Central Virginia. Most of all, she will serve as a mentor to younger Club members who look for positive role models to help guide them through their adolescence.

This is a kid with a plan and a direction in her life. She has taken an interest in her future, and is using the club and other community resources in order to scaffold her growth. When talking to Brandi, and the 400 plus other kids who are in our clubs every day, we see a growing confidence that they can achieve a future they have in mind, if they set their mind to it. Not every one of them has a fully-formulated plan, but she is a good example of what happens to kids' character, motivation, and options when they come regularly to the Club.

3. Complete the following Outcome Measurement update (based on your application for funding) for the fiscal year to date.

**Projected Number of Intended
FY11 Primary Beneficiaries:**

925

**Actual Number of
Primary Beneficiaries:**

1084

Projected FY11 Outcomes	FY11 Indicators Tracked	FY11 Outcome Results (provide specific numbers and percentages)
<p>Education & Career Development: Youth complete more homework assignments and spend more time reading and other academic pursuits; youth grades improve or meet grade level standing; youth provide mutual support for peers, learn self-control, and develop social skills.</p>	<p>1) Of the 200 youth who participate in Power Hour, 150 or 75% will work on homework, Power Hour study sheets, and/or read at least three times per week during the school year.</p> <p>2) Of youth who participate in Power Hour, 150 or 75% will show academic performance that is at grade-level and/or improved.</p> <p>3) Of the 60 youth who take the Youth Development Survey, 51 or 85% will score "Doing Great" or "Doing Fine" on the Educational Commitment Indicator</p> <p>4) Club Members who attend at least three times per week 180 (90%) of 200 will advance on-time to the next grade level.</p>	<p>1) 65% (239) of 391 Club Members participated at least three days per week in Power Hour.</p> <p>2) Of the participants in power hour who came 3 times per week 183 or 72 % were at grade-level and/or improved.</p> <p>3) Of the 70 youth who took the Youth Development Survey, 62 or 88% scored "Doing Great" or "Doing Fine" on the Educational Commitment Indicator</p> <p>4) Of the 123 Report Cards collected, 114 (93%) of Club Members who attend at least three times per week will advance to the next grade level.</p>
<p>Character & Leadership Development: Youth gain leadership and team skills by working together toward common goals; youth gain an understanding of the impact of their actions in the community by doing community service projects; youth gain a broader</p>	<p>1) 30 or 60% of 50 youth will learn and demonstrate character and leadership skills by initiating, organizing, and performing 50 or more hours of community/club service in one year.</p> <p>2) Of the 80 youth who take the Youth Development</p>	<p>1) 46 or nearly 66% of 70 Members in leadership clubs completed 50 hours or more of community service.</p> <p>2) Of the 70 youth who took the Youth Development Survey, 46 or</p>

Projected FY11 Outcomes	FY11 Indicators Tracked	FY11 Outcome Results (provide specific numbers and percentages)
perspective of the world and its opportunities through fieldtrips.	<p>Survey, 60 or 75% will score "Doing Great" or "Doing Fine" on the Caring Behavior & Leadership Indicator.</p> <p>3) Of the 80 youth who take the Youth Development Survey, 60 or 75% will score "Doing Great" or "Doing Fine" on the Relationship Indicator</p>	<p>66% scored "Doing Great" or "Doing Fine" on the Caring Behavior & Leadership Indicator.</p> <p>3) Of the 70 youth who took the Youth Development Survey, 51 or 73% scored "Doing Great" or "Doing Fine" on the Relationship Indicator</p>
<p>Sports, Fitness, & Recreation and Health and Life Skills: Youth experience the satisfaction and rewards of improved fitness through sports and exercise; youth learn about and experience fitness activities that they can enjoy into adulthood; youth have access to dental care and learn about good dental hygiene necessary throughout their life.</p>	<p>1) Of 80 youth who participate in Project Adventure, 60 or 75% will join in five or more adventure activities from a selection of opportunities such as biking, hiking, within a one-year period.</p> <p>2) Of 100 Club Members who participate in exercise at the Club, 75 or 75% will exercise two times a week for a minimum of 30 minutes a day.</p> <p>3) 40 Club Members will participate in 1 non-fitness healthy lifestyles program.</p>	<p>1) Of the 149 youth who participated in Project Adventure 124 or 83% joined in 5 or more activities.</p> <p>2) 108 or 80% of 135 Club Members who participated in exercise at the Club at least two times per week for a minimum of 30 minutes a day.</p> <p>3) 80 Club Members completed an eight week non-fitness healthy lifestyles program.</p>

4. Impact Report. We are looking for issues and statistics specific to our local area; you are also welcome to include some general issues that set the framework for the local statistics. Under the Actual Results heading, we are looking for impact, especially long-term results, not just numbers served. For the Financial Impact section, have each example highlight a different thing (in other words, don't just multiply the first answer three more times).

a. Community Needs or Issues Your Program Addresses -- please include at least 3 local issues/statistics and cite your source.

Child Trends, 2000 in *Social and Emotional Development* reports that "participating in structured activities with peers may teach or reinforce social skills such as learning to work with others and conflict resolution. Participants may also gain a positive sense of self-efficacy from the practical skills learned in a structured activity, such as leadership, academic or athletic skills. A link has also been

found between leisure activities and a reduction in anti-social behavior.” Furthermore: “with approximately 66% of America’s children and adolescents living in homes with a single, employed parent or two parents who are both employed, creating and sustaining programs that provide a safe, caring environment during non-school hours is, for many people, a pressing need.

According to the 2010 Stepping Stones report on the Well-Being of Children and Families in the Charlottesville/Albemarle Community by the Charlottesville/Albemarle Commission on Children and Families:

- Although the SOL passing rate for 3rd grade students for English is 87% and for Math is 92% in Charlottesville, the 8th grade passing rate for English is 79% and for Math is 66% indicating additional intervention is needed in the upper elementary and middle school years.
- Only 17% of children in grades K-6 in Charlottesville and 21% in Albemarle are enrolled in public school after-school enrichment/childcare programs.
- Alcohol arrests for youth under the age of 20 have significantly increased in Albemarle County.
- In the City of Charlottesville, 54% of students are living with a single parent, at the Cherry Avenue facility, 85% (494) of Club Members live in single parent family.
- In the City of Charlottesville, the percentage of students eligible for free/reduced lunch in the public schools as grown from 43% to 54% from 1999-2001 to 2008-2009. At our Cherry Avenue facility, 90% (523) are eligible for free/reduced lunch.
- There is a significant drop in the high school graduation rate in Albemarle County, from 76% in 2001-2003 to 66% in 2007-2009 demonstrating a need for Teen specific programs.

In our region there are a number of indicators reflecting the need for youth services. According to the Commission on Children and Families (CCF).

b. Your Program’s Solutions that United Way Community Impact Funds Support Successful Kids in Strong Families

Improved Student Performance: The Club supports youth in their academic study with Power Hour. Members are encouraged to complete homework, do extra study, and/or read. Members are motivated to participate with an award system known as “Power Dollars” that they can use to “buy” rewards. This year, we required participation in Power Hour Monday through Thursday. Though members are not required to attend the Club daily, they do attend Power Hour if they attend Monday through Thursday. This year, we tied Power Hour participation and satisfactory report card grades even more closely on the application. During the full-time summer program, Club Members read a minimum of 30 minutes per day helping prevent the summer slide during a time of year when high poverty populations fall behind their same-age peers.

Enhanced Prevention and Interventions for Behavior/Delinquency: The Club is open 240 out of the 260 weekdays of the year, from 4-6 hrs. (school year) to 9½ hrs. (summer). Club hours are scheduled during the critical time (2:30pm-8:00pm) when youth crime is most prevalent. Our programs continue to be proactive and preventative in nature and our data on teens’ increased knowledge of avoiding risky sexual behaviors shows that our impact significantly enhances area young people’s ability to delay these situations. Our newest program allows teens a safe place to have fun on Friday nights throughout the summer.

Extended Opportunities for Access to Productive Activities: The Club offers a range of fun and productive activities including financial literacy, swimming, step team, theater, tennis, swimming, cycling and much more all designed to appeal to different ages and interests. Membership cost is nominal and often waived; locations are convenient and we have many community partners who open their doors to our Club Members.

c. Actual Results - based on your stated outcomes; please use percentages and numbers served to help show outcomes

We are very proud of our growth of Club Members who attend our program at least three times per week. Clearly, our new facility at Cherry Avenue has Some tracked indicators (see above for tracked indicators) seem to show a lower percentage achieved than the goals we set. We, however, see the overall number of kids participating in our programming increasing. For instance, though we planned for 80 members to participate in project adventure, we actually had 149 members joined in an adventure activity and 124 (83%) participated in five or more. And 46 kids in the Club have contributed more than 50 hours of service to the community! Our original attempt was to have 30 members demonstrate their commitment to serving their community. We are extremely proud to have shown significant growth in participation and achievement this year.

d. Financial Impact of Donations -- (i.e., \$3/week provides...; \$5/week provides...; \$10/week provides...; \$20/week provides....)

\$5/week for one year provides: one Club Member 9.5 hours of youth programs for 10 weeks during the summer. This includes one snack and lunch per day along with special field trips, parties and prizes for participation throughout the summer.

\$15/week for one year provides: 4-6 hours of Club programs for 40 weeks during the school year. This includes one snack per day along with access to special events throughout the year (health fairs, college tours, travel and accommodations to multi-state leadership conferences and even access to oral hygiene care).

\$30/week for one year provides: supplies for one Club Outreach Program to include (15-20) youth participants in local public schools (ex: resistance training, health & life skills programs).