



BOYS & GIRLS CLUBS
OF GREATER KANSAS CITY

More Than *100* Years of Building
Great Futures



Boys & Girls Clubs of Greater Kansas City
2020 Annual Report

gathering
momentum
to reach even
greater heights



A Note from Our President

What a year 2020 was. The virus took so much from us and from our children, but we've battled back. When the Clubs were faced with the huge challenge of how to serve the young people who depend on us in so many ways, we got creative, pivoting in every way possible to meet their needs.

We arranged meal pickup sites and made deliveries. We provided iPads to those lacking technology at home. We made daily wellness check calls to stay connected. And we employed an online platform in record time that gave our youth fun, socially distanced ways to stay active, productive, and engaged. We reopened our doors in a limited capacity for summer programming and maintained full-day programming through early September to bridge the gap to the school year when it was delayed due to the pandemic. As back-to-school got underway, the Clubs began providing Academic Support Programming during the school day in response to the virtual learning needs of Kansas City youth.

I'm so proud of the way our dedicated staff responded to this unprecedented crisis, and equally proud of how our Club members have risen to the challenge of continuing to learn and participate under trying conditions. Hopefully better times are ahead for us all. Meanwhile, I'm proud to say our momentum – and our commitment – are as strong as ever. All the best in 2021!


Dr. Dred Scott, President/CEO
Boys & Girls Clubs
of Greater Kansas City

About Boys & Girls Clubs of Greater Kansas City

Our city has numerous youth organizations and clubs, but Boys & Girls Clubs of Greater Kansas City (BGCGKC) stands alone in its scope of services and its extraordinary level of outreach to our community's most vulnerable youngsters. The mission of our Clubs is to promote the development of self-esteem, values, and skills for boys and girls, ages 5 – 18, with special emphasis on youth from disadvantaged circumstances.

Founded in 1912, we are the only dedicated development organization for vulnerable youth with a physical presence in 12 locations across the metro. The youth living in the neighborhoods we serve are often trapped in violent and negative environments, which can derail paths to success like graduation and job seeking. Boys & Girls Clubs of Greater Kansas City is deeply committed to ensuring these youth have safe, quality facilities and effective programs close to home and school, and the support of caring adult staff and volunteers to guide them.

Our programs endeavor to build off one another in a specific, intentional manner known as a “whole child” organizational approach. This approach enables us to support and supplement educational enrichment activities while also building life skills and core competencies that our members aren't getting within traditional youth development frameworks. Our point of view is that the same methodologies that make for effective academic teaching and training exist and are needed when providing teaching and training in youth social and personal development areas.

Through our efforts, since 2016, 100% of high school seniors active in our programs graduated with post-secondary plans. We couldn't be more proud of their accomplishments and look forward to seeing them achieve even greater success in the coming years.



Driven to Serve in All the Right Ways

BGCGKC stands alone in the breadth and quality of services for our most vulnerable youth populations:

- **Facility-based** with bricks & mortar for a consistent presence
- **Strategically located** in low income neighborhoods to respond to our most vulnerable youth
- **Capably staffed** by stable, caring, trained staff & volunteers
- **Effectively designed programming** with a proven record of success & supported by expert research
- **Within reach** thanks to low membership fees & multiple neighborhood locations
- **Highly accessible** with programming available before, during, and after school plus a full day schedule in the summer and on most school out days
- **Steadily inclusive** thanks to an aggressive outreach program to recruit new members

Youth development programming offered by the Clubs fits within four core areas:



Education & Career
Development
including Arts



Technology



Healthy Lifestyles
including Sports



Public Speaking,
Character &
Leadership
Development

A Consistent Force for Positive Change

Three critical priorities inform all we do:

1 Cultivating an Exceptional Staff

This includes recruitment, retention, recognition, culture, on-boarding, professional development and training, evaluation/feedback, a solid staffing model and competitive pay.

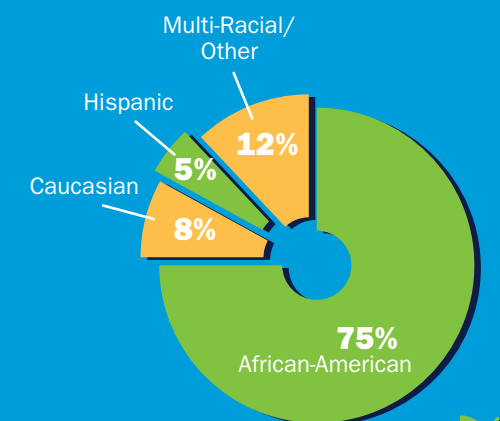
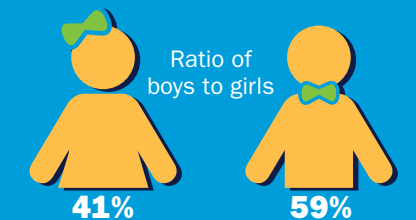
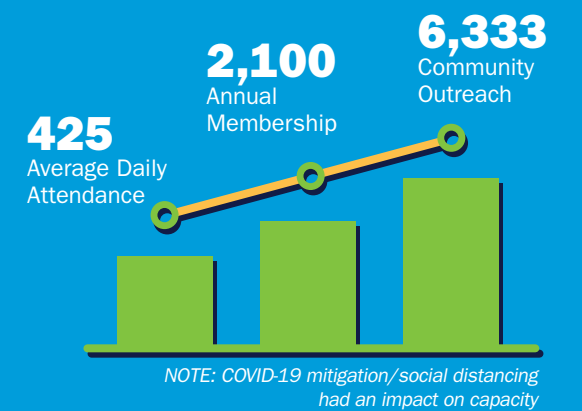
2 Responsible Financial Management

This includes stewardship, balancing budget, cost per member, fundraising efforts, individual donor program, administration costs, endowment, reserves, cash flow, and spending priorities.

3 A Focus on Strategic Growth

This includes National Youth Outcome Initiative (NYOI) score improvement, increasing membership and ADA, teen recruitment, program and Club quality, and rates compared to similarly sized and funded organizations.

BGCGKC by the Numbers:



25% report living in a single parent household



97% report qualifying for free or reduced lunch



\$25 per month school-year membership dues



\$125 9-week session Atomic Blast Summer Enrichment Program

NOTE: Scholarships available as needed

Combined median household income
less than \$28,000



The Year We Stood Up to an Unseen Enemy

The young people who normally stream through our doors are among the most vulnerable in our community. They rely on the Clubs for warm meals, positive interaction with adults, healthy outlets, access to technology, connectivity, and so much more. While the Clubs were closed March 13 – May 29, in accordance with the Centers for Disease Control and Prevention (CDC) and local guidelines, we shifted our services and programs in response to current challenges to make sure our kids were safe and that their basic needs were covered. To facilitate virtual learning, we instituted an iPad checkout program for those members who lacked access to devices or didn't have a home internet connection. Together with strategic partners and donors who supported our efforts, we remained dedicated to doing whatever it takes to care for kids in Kansas City.



700 Hot Meals Served Daily/70,000 Meals to Date (as of September 2020):

Last March, BGCGKC was one of the first organizations in the Kansas City area to begin food distribution. Most of our Club sites are located in food deserts and our members largely live at or near the poverty line. Between March 13, 2020 and May 29, 2020, we prepared hot breakfasts and lunches, Monday through Friday, at each of our six Greater Kansas City Unit locations. These were either picked up curbside or delivered to young people across the metro. Additional meals and snacks were also sent home or delivered to any member if there was any uncertainty related to food stability in their home. As of this writing, we're continuing to serve meals to our members and their families.



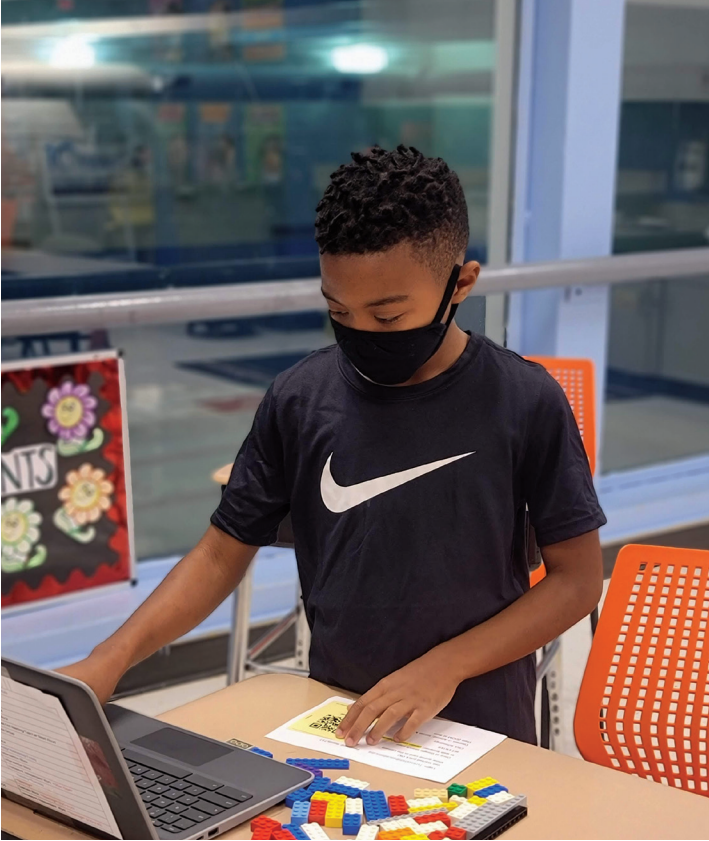
260 Wellness Checks Daily:

The isolation of the pandemic was particularly stressful (and potentially dangerous) for the vulnerable youth we serve. Between March 16, 2020 and May 16, 2020, the National Domestic Violence Hotline (The Hotline) reported more than 6,000 of the calls received reported COVID-19 as a condition of their experience. Daily checks were made by staff to check on the well-being of our Club members, ensuring they continued to feel safe and “connected” to the Club even when not physically in the building. We made more than 2,500 contacts in the first two weeks of the pandemic closures (March 13 – March 27) and contacted an average of 260 Club members every day during that period.



960 Virtual Learning Participants:

With our Club doors closed, our Club staff developed creative new ways to keep our youth engaged and active, both mentally and physically. We built a library of resources to provide ways for our members to engage in fun, productive, and educational alternatives to watching TV or focusing only on social media. Through My.Future.net, a safe, mobile-friendly social platform, we were able to connect members to 125 Club program activities in areas such as STEM, Leadership, and Visual Arts – and also help them connect with friends they couldn't see in person – all while earning recognition and rewards.



The Momentum Continued: How We Served Through a Challenging School Year

Back-To-School looked very different in 2020 for students across Greater Kansas City. But thanks to the creation of our Virtual Learning Academic Support Program, BGCGKC was able to ensure that vulnerable youth had equal access to resources and a safe environment in which to learn and connect.

Through corporate and organization partnerships and donations, as well as strategic growth initiatives, we were able to provide children ages 5 – 18 with meals, academic support, impact programming, and positive adult mentors in before, during, and after school settings.

200 Additional Youth Aided: Through expanded partnerships with Kansas City Parks & Recreation and Kansas City Public Schools.

1000+ Youth Daily: With social distancing guidelines in place, the Clubs have the capacity to serve over 1,000 youth daily during the school year.

11 Hours of Operation: Despite pandemic conditions, the Clubs were open up to 11 hours a day on weekdays to meet the before, during, and aftercare needs of parents and youth.

Four Additional Locations: We added four new sites in response to 2020's virtual learning needs, bringing our total to 12 convenient locations.

120 Trained Staff: Youth across all locations benefited from the caring guidance of 120 Youth Development Professionals.

Continued Programming & Services to Youths in Need: Club programming will continue beyond the virtual learning options provided to youth who came to us during the pandemic. This includes serving the 50 additional youth who participated at the Hillcrest Community Center and the 40 additional youth who participated at the Kansas City North Community Center.



Our Annual Fundraisers Went On - Virtually

24th Annual Kids Night Out with Kacey Musgraves

In light of the pandemic, our live April event became a privately streamed August performance, and it was a tremendous success! We raised over \$2 million for local Club youth and programs – besting last year's total by over \$300,000. We counted 68 watch parties and 733 unique sign-ins during the evening's event. Six-time Grammy winner and six-time CMA Awards winner, Kacey Musgraves, performed virtually for guests who came ready to celebrate and enjoy the music and fun. Special thanks to CommunityAmerica Credit Union and Veracity, our Presenting Sponsors, for this very creatively-presented evening.



3rd Annual Tour de Fork

Concerns over how to hold a gourmet dining event during a pandemic were quickly alleviated as our creative committee and staff pivoted to a virtually held, but equally successful event broadcast privately online on October 15. The virtual “dinner” which raised over \$150,000 for Club youth and programming featured cameos by Boys & Girls Club members & staff, along with the Premier Auction Showcase, and the ever-popular Golden Ticket.

The most memorable part of the evening was giving viewers the chance to prepare their own gourmet meal alongside the online chef. We held a pre-event drive-up so guests could pick up exclusive Tour de Fork tasting kits which included ready-to-enjoy appetizers, an event program, a cocktail kit, plus all the fresh ingredients needed to prepare the delicious main dish during the program. Special thanks to Honeywell and McCownGordon Construction, our Presenting Sponsors for this special evening.

The Virus Didn't Stop Us from Achieving Academic Heights



Atomic Blast Summer Enrichment Program: On June 1st, following a nearly three-month closure, all the Club Units reopened for the Atomic Blast STEM-based Summer Enrichment program conducted by certified educators. The program, sponsored by Honeywell, also included extracurricular programming, breakfast & lunch, and plenty of fun!

Despite the challenges of operating under the unusual circumstances, the results of the 2020 Atomic Blast program, compared to previous years, were incredible:

- 86% of K – 3rd graders improved ELA scores and 82% of K-3rd graders improved their math scores
- 100% of 6th – 8th graders improved in both ELA and math scores
- Through My.Future.net we offered 125 Club programs geared for teens 13 – 18
- Four virtual college tours were conducted

Pandemic Mitigation Efforts: In keeping with pandemic mandates, we significantly limited our enrollment numbers to mitigate the spread of coronavirus. Our enrollment priority for the 2020 Atomic Blast was first and foremost to support as many families of essential workers as possible. To that end, we had 386 total youth enrolled across all six Units with 192 youth enrolled in the KCPS-partnered Atomic Blast Program.

Due to COVID-19 mitigation, we were only able to serve youth ages 5 – 12 in person, however the program was robust while maintaining stringent safety precautions. These included:



Limited class sizes
No more than nine youth per class



Wearing protective gear
All staff & members wore protective masks in accordance with county mandates



Temperature Checks
Conducted twice daily for all staff and youth (upon arrival and at midday)



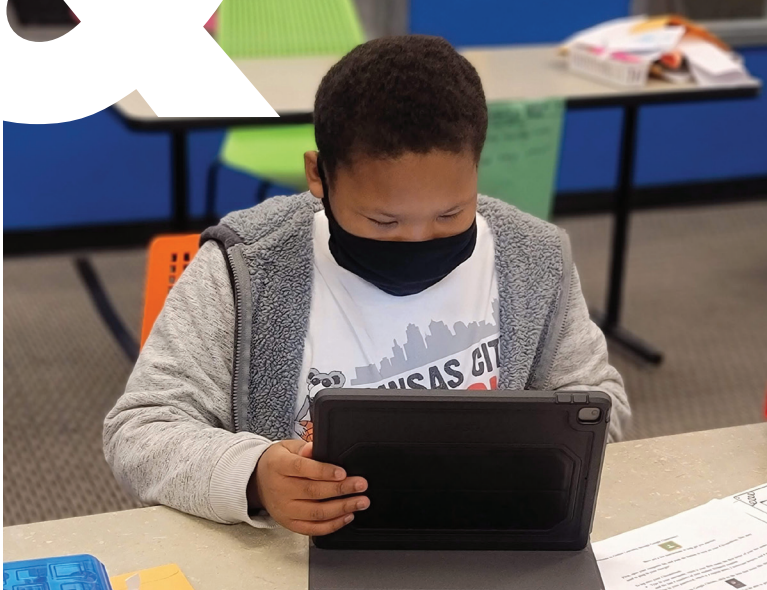
Self-Contained Groups
Once enrollment had been established, attending students remained with their class groups



Deep Cleaning
Classrooms and common spaces were regularly cleaned and sanitized in accordance with pandemic safety guidelines

On-Staff Medical Professional
Clubs employed a medical professional to assist with onsite healthcare needs

Handwashing Protocols
Regular handwashing breaks for Club staff and youth



Preparing for 2021 and Beyond

Three exciting initiatives are already in place that will help us continue to serve our Club members and help them achieve their dreams.

Refreshed Website

Launched in October 2020, the new website showcases the benefits of the Clubs and the impact that our numerous programs have on our youth. The new website will be an excellent virtual ambassador for promoting our work to the community, encouraging financial support and partnerships, and inspiring more families to engage their kids in BGCGKC.

21st Century Learning Center Grants

In 2020, we were the proud recipients of two Kansas 21st Century Learning Center Grants which will be used for literacy programming in the Breidenthal and Olathe Units. The Breidenthal Unit serves 14 schools in the Kansas City, Kansas Public Schools USD 500 (Wyandotte County). The literacy program will serve students in seven of those elementary schools and three middle schools, with additional youth served including 150 after school students and 160 summer program students. In the Olathe School District, the grant will serve five elementary schools with additional youth served including 90 after school students and 120 summer program students.

New J&D Wagner Unit Teen Center

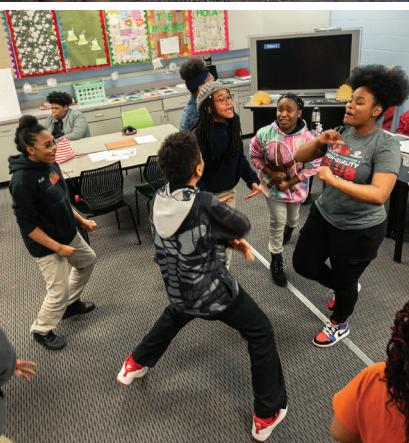
Utilizing Legacy Campaign funds, the J&D Wagner Unit received much-needed improvements throughout the facility, including the construction of a new Teen Center. At nearly 5000 sq. ft., the new Wagner Teen Center will serve up to 75 teens and will include a recording studio and Maker Space featuring cutting-edge technology to create exciting opportunities for members to learn new skills and prepare for the next chapter of their lives. Additionally, the Wagner Unit had a new HVAC system installed, and also underwent improvements to both the indoor and outdoor play spaces.



2020 Boys & Girls Clubs of Greater Kansas City Youth of the Year
RaMya Thomas

As a Club member for 15 years, RaMya credits BGCGKC with helping her to overcome shyness and also for keeping her out of trouble by providing a safe environment away from drugs, gangs, and other negative situations. RaMya joined the Club at age five and flourished in an environment where she was surrounded by outgoing and energetic staff, volunteers, and members. She calls the Club her second family.

“The Club is a door of opportunity... youth can find hope in the Club,” says RaMya, who grew up in Hawthorne Place Apartments, the largest public housing complex in Missouri. Despite suffering a health crisis and other setbacks in her youth, RaMya finished her high school graduation requirements a semester early. COVID-19 delayed her commencement ceremony until July 2020. Because of her accomplishments, RaMya was selected to be the student speaker for her graduating class. We're proud to share that this promising young woman is now a student at the University of Central Missouri where she is studying business marketing.



Boys & Girls Clubs of Greater Kansas City (BGCCKC) is a charter member of Boys & Girls Clubs of America and is a United Way agency. We offer six Club Units, two School Sites and four Community Center Partner locations across Greater Kansas City:



More Than 100 Years of Building Great Futures

4001 Blue Parkway, Suite 102
Kansas City, MO 64130

816-361-3600
www.helpkckids.org



Breidenthal Unit

1240 Troup Avenue
Kansas City, KS 66102

Hawthorne Unit

16995 Dover Lane
Independence, MO 64056

Independence Unit

315 South Leslie Avenue
Independence, MO 64050

J&D Wagner Unit

2405 Elmwood Avenue
Kansas City, MO 64127

Olathe Unit

520 South Harrison Street
Olathe, KS 66061

Thornberry Unit

3831 East 43rd Street
Kansas City, MO 64130

**Clifford H. Nowlin
Middle School**

2800 South Hardy Avenue
Independence, MO 64052

**Lee A. Tolbert Community
Academy Charter School**

3400 Paseo Boulevard
Kansas City, MO 64109

**Brush Creek
Community Center**

3801 Emanuel Cleaver II Boulevard
Kansas City, MO 64130

**Southeast
Community Center**

4201 East 63rd Street
Kansas City, MO 64130

**Hillcrest
Community Center**

10401 Hillcrest Road
Kansas City, MO 64134

**Kansas City North
Community Center**

3930 Northeast Antioch Road
Kansas City, MO 64117