

# 110 Years & Counting:

Connecting Boys & Girls to the  
Great Futures They Deserve



**BOYS & GIRLS CLUBS**  
OF GREATER KANSAS CITY

**2022 ANNUAL REPORT**







*Jason Roth has been a leader in the non-profit sector for 20 years and has been with BGCGKC for over a decade. Prior to being named President and CEO, Roth led our Resource Development department and was instrumental in creating significant transformation for the Clubs. He is also responsible for the cultivation of our strong civic and corporate partnerships, along with growing grassroots support, both of which have significantly increased resources that drive Club initiatives.*

## A Note From Our President

The course of 2022 was filled with remarkable achievements and many moments to cherish at Boys & Girls Clubs of Greater Kansas City. It was also a year of growth and change. One significant change came as the year concluded with our Board of Directors naming me President & CEO of this incredible organization that I have served for nearly 15 years.

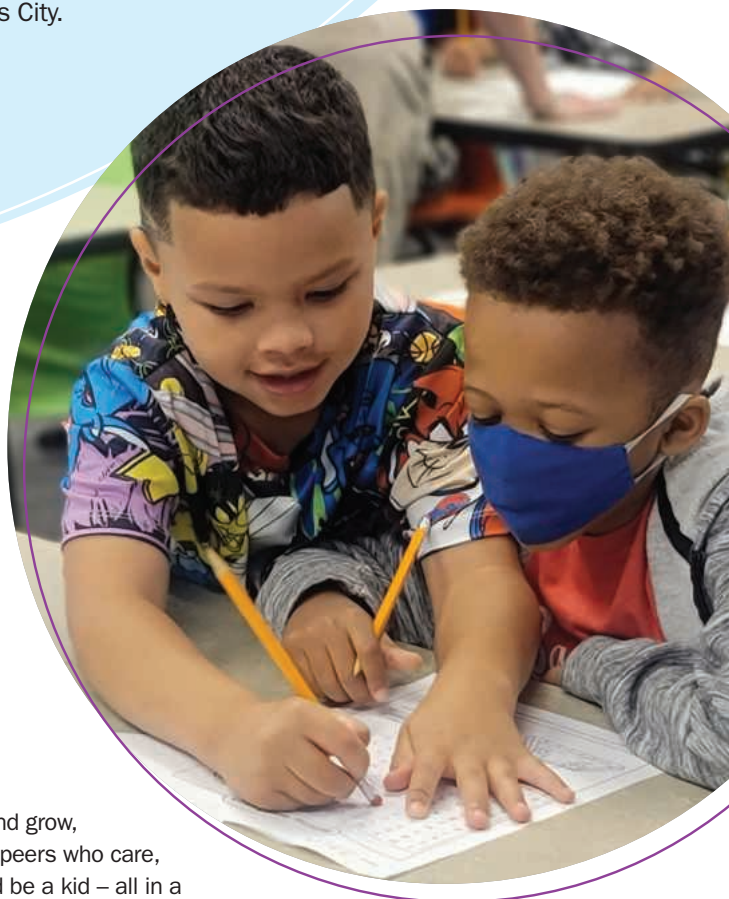
I have seen firsthand how vital the Clubs are to Kansas City. The Clubs have long functioned as a vitally important resource for young people across our community, and I know we must be diligent in our pursuit to grow and evolve as an organization to meet the changing needs of our youth. That will be a primary goal throughout my tenure.

Our Clubs are a critical connection point for area youth when it comes to fun, growth, and friendship. We continue to successfully fill a crucial gap in traditional education by offering robust arts and sports programs at a time when many schools are struggling to provide these outlets.

Add to that technology training opportunities, dynamic character & leadership development programs, and consistent exposure to a wide range of post-secondary experiences, and it is clear that we play a pivotal role in shaping the confident, engaged, and informed adults of tomorrow.

I look forward to continuing our unwavering focus on connecting young people across our community with resources and opportunities so that they may achieve their greatest aspirations. As we reflect on 2022, a year filled with significant impact, we also look forward to a productive and rewarding 2023. Thank you for supporting our work and impact at Boys & Girls Clubs of Greater Kansas City.

Jason Roth, President & CEO  
Boys & Girls Clubs of  
Greater Kansas City



## Get to Know the Clubs

Since 1912, Boys & Girls Clubs of Greater Kansas City (BGCGKC) has been inspiring kids to live out their dreams through affordable, accessible opportunities in the urban core. We're proud to be celebrating our 110th Anniversary. We have grown to 10 locations in neighborhoods of tremendous need throughout the Greater Kansas City area.

With the help of our generous supporters, nearly 5,000 local kids, ages 5-18, get to experience the life-changing opportunities every child deserves.

That includes outlets to learn and grow, access to mentors, tutors, and peers who care, and the chance to let loose and be a kid – all in a safe space – and always with the goal of building brighter futures for all youth.



## When Youth Feel Connected, Everything Is Possible

How we bring our youth together is what sets us apart from every other youth organization:

- **Physical Presence:** We are the only dedicated youth-development organization in Kansas City with multiple brick and mortar facilities located in the neighborhoods where our kids live and learn.
- **Accessible & Accommodating:** We offer before and after school programming. We are also open on most school out days, as well as during the summer, to fill learning, structure, and socialization gaps.
- **Member Diversity:** Our programs serve a diverse youth population.
- **Care-Driven:** Our programs are directed by a consistent, caring, highly-trained staff.
- **Focus on Well-Rounded Growth:** Our programming falls within four core youth development areas: Education & Career Development, Healthy Lifestyles (including sports), Technology (including the arts), and Public Speaking, Character & Leadership Development.
- **Proven Concept:** Our Club programming has a track record of positively impacting both graduation rates and school attendance rates, as well as healthy social, emotional, and mental development.
- **Affordable:** Our low membership fees make our programs highly accessible to families in the communities that we serve.
- **Proactive & Inclusive:** We don't sit back and wait for interest. Our Club staff actively reaches out and welcomes in families from the communities we serve.
- **Consistent:** We've provided quality programs for Kansas City communities and families for 110 years.

Boys & Girls Clubs of Greater Kansas City (BGCCKC) is a **charter member** of Boys & Girls Clubs of America and is a United Way agency.

## Three Key Strategic Priorities Continue to Drive Us

We set the following new 3-year strategic priorities in 2022 and are committed to continuing to address them through the end of 2024:

### Priority One: Membership Capacity, Enrollment & Attendance

Action: Grow membership to 5,000 members by 2024

Action: Increase attendance to at or above 80% for all traditional, school-based and partnership site Club members

Action: Implement programs with quality and fidelity across all Club locations

### Priority Two: Staffing

Action: Reduce staff turnover by 10% annually

Action: Improve retention rates for part-time staff to a minimum of 30 months

### Priority Three: Finance

Action: Enhance and diversify revenue sources to meet operational demands

Action: Increase engagement to ensure organization support and governance

Action: Create and prepare for our next comprehensive campaign

## Our Numbers Connect All the Dots for Success

Average Daily Attendance

**700**

Membership

**4,200** (Back to pre-Covid-19 levels)

**130,000**

Meals Served

Community Outreach

**300**

(Non-Club members who receive Club services each month)

Total Youth Served

**4,500**

(Membership plus Outreach)

Ratio of Boys to Girls

**57% male, 43% female**

Ethnicity:

58% African American

9% Caucasian

8% Hispanic

10% Multi-Racial/Other

15% Unknown

**30%**

report living in single parent households

**86%**

report qualifying for free or reduced lunch

Combined median household income

**less than \$28,000**

**\$25 per month**

Affordable Club membership dues for the school year

**FREE of charge**

Atomic Blast Summer Enrichment Program in our KCPS Summer Partner Clubs (Thornberry & J&D Wagner Units)

**\$125**

Atomic Blast Summer Enrichment Program in all other Clubs with scholarships available as needed

## Where Actions Intersect with Results: Our 2022 Accomplishments

**Continuing Our Six-Year Track Record:** In 2022, we maintained our track record of keeping 100% of active Club members on the path to high school graduation with post-secondary plans in place.

**Renewed Partnership with Saint Luke's Health System:** We're thrilled to report that we renewed our formal partnership with Saint Luke's Health System for an additional 3 years through 2025. This partnership includes sponsorship of our Sports LAB program and continuation of the REACHN program.

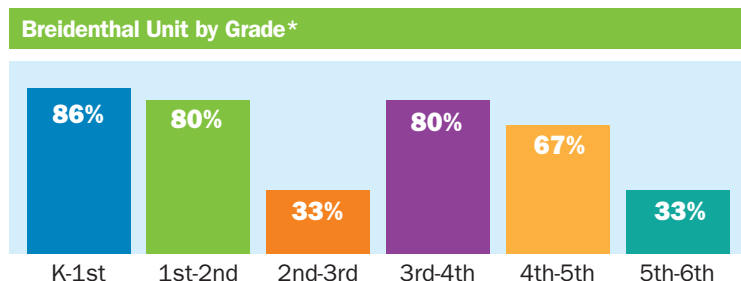
REACHN focuses on the importance of healthy lifestyle practices, giving those who participate the tools to make better choices about physical activity and nutritious food to prevent or improve chronic diseases. In 2022, we increased our participants to 53 with one virtual and two in-person programs. 100% of the participants stated that they are more knowledgeable about shopping for healthy food, meal planning, and cooking healthy foods. Over 90% of participants stated they were more knowledgeable about losing weight/maintaining weight loss, becoming physically active, and learning to sleep better.

**Implementing Year-Round Programming:** Continuity is key to ensuring every educational experience builds off the others in a specific, intentional manner. Through year-round programming, we can support and supplement educational enrichment, and also focus on instilling the life skills and core competencies that our youth can't get within traditional youth development framework.

**Return to Pre-Pandemic Membership Levels:** We bounced back in 2022 after working through the challenges of the pandemic and bolstered our membership to more than 4,000 youth, representing pre-COVID-19 levels.

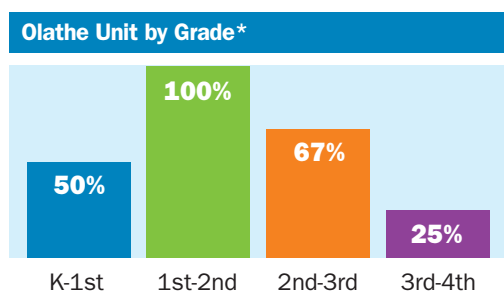
**Strides Toward Increased Literacy:** Through our Club Lit program, elementary youth in our Breidenthal and Olathe Units substantially increased reading proficiency thanks to the guidance of qualified tutors and small groups (8:1 student to adult ratio).

### Club Lit Stats January 2022 – December 2022



Breidenthal Overall Improvements:

- **22%** stayed at Independent Reader (no further way to confirm improvement)
- **69%** increased at least 1 skillset
- **50%** increased 2 or more skillsets



Olathe Overall Improvements:

- **30%** stayed at Independent Reader (no further way to confirm Improvement)
- **53%** increased at least 1 skillset
- **35%** increased 2 or more skillsets

*\*Percentage increased in one or more skillsets*



### Club Lit Success Story

During the summer, Riley was struggling with three-letter words and did not want to read. After participation in the Club Lit program at the Breidenthal Unit, Riley is reading words with five or more letters, and enjoys reading now! She jumped from skillset 3 to skillset 7 in just five months!



## All Roads Led to Academic Success

### **Atomic Blast Summer Enrichment Program powered by the Kansas City National Security Campus, managed by Honeywell FM&T –**

From June 5 – August 6, more than 2,170 Kansas City youth took part in Atomic Blast 2022. Participants enjoyed nine jam-packed weeks filled with fun and engaging STEM-focused educational activities.

Most importantly, we answered the #1 request of our members – add more field trips, please! Our youth experienced all kinds of new adventures, from fishing and canoeing at James A. Reed Memorial Wildlife Reserve to milking cows at Shatto Dairy Farm and learning how the dairy we consume comes from the farm to the fridge. They had a blast doing all of it! They also enjoyed fun experiences made possible through collaborations with other nonprofit organizations such as Wonderscope Children's Museum, Junior Achievement, Wake the World, and BizTown. As always, Atomic Blast also included a daily breakfast, lunch and snack, swimming, water safety, and making new friends.

**College Tours** – Teens had the time of their lives exploring more than 20 college campuses and learning what each institution has to offer as they prepare for life after high school. Our relationships with local post-secondary establishments have afforded our Club kids opportunities to experience college and other post-secondary programs more in-depth so that they are equipped to select the best fit institution of higher learning.

**Real World Exposure** – Thanks to partners such as Summit Homes, Zurich, and JE Dunn, our teens had a productive and busy summer and engaged in exclusive career exploration opportunities and exploring new talents and skills.



### **Meet Jayla B.** **2022 Boys & Girls Clubs of Greater Kansas City Junior Youth of the Year**

Jayla B. is a five-year Boys & Girls Club member who attends Fire Prairie Middle School in Independence, MO.

At the Hawthorne Unit, Jayla has been active in SMART Girls and Torch Club. She is passionate about anti-bullying initiatives and advocates for equality for her peers. We look forward to watching this young Club member create change on these issues in the coming years.



### **Meet Jayden H.** **2022 Boys & Girls Clubs of Greater Kansas City Youth of the Year**

Jayden H., age 16, has been a Club member at our Thornberry Unit for ten years. He is a sophomore at Ewing Marion Kauffman School in Kansas City, MO, where he maintains a strong G.P.A. and is active in basketball, track & field, and baseball.

At the Boys & Girls Club, Jayden is involved with many Club programs including Torch Club, Keystone Club, Reviving Baseball in Inner Cities (R.B.I.) and Passport to Manhood. He has been voted into leadership roles at the Club through the Youth of the Year program and has served as Club Mayor.

After completing high school, Jayden intends to attend Stanford University in Palo Alto, California, where he plans to major in engineering.

As the 2022 Youth of the Year, Jayden had the honor of serving as a Club role model, brand ambassador, and thought leader on key issues by sharing his inspiring personal story at select speaking engagements.



## Expansion & New Partnerships Were Central to Our Success

**New Partner: Kipp Academy** – BGCGKC was thrilled to begin a new partnership with this outstanding free, open-enrollment, college-preparatory charter school. Over 200 freshmen and sophomore students were received into the J&D Wagner Unit during the school day, with 20-30% of students participating in Club programming after school. To date, we're pleased to report that 50 Kipp students and counting have officially joined as new teen Club members.

**Completed Expansion: Olathe Unit Teen Center** – In 2022, our partners at the Center of Grace successfully completed their renovation and expansion project at the Olathe Unit. The result doubles our capacity in the Club to over 200 and increases the number of teens we are able to serve.

**New Center for Tween Youth** – At nearly 1,700 sq. ft., the new J&D Wagner Unit Tween Center made possible by Summit Homes, has the capacity to serve up to 50 youth, ages 10–12 years old on Kansas City, Missouri's east side. The space is a renovation of the Clubs' former Teen Center. It includes gaming consoles, a green screen, video recording equipment, and state-of-the-art computer technology to create exciting opportunities for area youth to learn new skills and prepare for the next chapter of their lives.

### **New Unit: S. Kiki Curls Unit inside Smith-Hale Middle School**

On April 30, 2022, state and city leaders joined Boys & Girls Clubs of Greater Kansas City and Hickman Mills School District officials to open the S. Kiki Curls Unit inside Smith-Hale Middle School. Smith-Hale is the Hickman Mills School District's only middle school with a student population of nearly 1,200 students. Named after former 9th District Missouri Sen. S. "Kiki" Curls, the almost 4,000 sq. ft. Club has the capacity to serve 115 youth. It features cutting-edge technology, including an esports gaming arena, to allow area youth to learn new skills and explore career opportunities in this fast-growing career field.

### **Royals Charities Partners with Boys & Girls Clubs of Greater Kansas City**

In March, we announced an expanded partnership with the Kansas City Royals and Royals Charities. As a result of the partnership, the Clubs' RBI program (Reviving Baseball in Inner Cities) was renamed Royals RBI. This partnership provided more than 1,000 boys and girls with new programming, mentorships, equipment, coaches, and volunteers. This also provided direct access to the Royals' Sport Development Team, trainers, and personnel to add a new level of baseball expertise to the RBI program in the state-of-the-art facilities at the Kansas City Urban Youth Academy. Over the past 12 years alone, more than 250 of our RBI participants have received college scholarships. This partnership with the Royals will help strengthen our footprint in Kansas City and allow more youth to participate.

**Winning Season: Expanded Youth Sports** – In 2022, we experienced several local schools bringing their teams to the Club leagues because of cuts to school-based sports programs. BGCGKC became the headquarters for 53 boys' baseball teams, 8 girls' softball teams, 15 flag football teams, 35 basketball teams, and 2nd grade soccer teams for Olathe Unit boys and Breidenthal Unit girls. A total of more than 1,700 participants took to the field across all of these sports.





## Our Circle of Friends Showed Their Support

### **Kids Night Out with Brothers Osborne –**

On May 21st, 2022, an estimated 1340 guests enjoyed a foot-stomping evening of great country music with Brothers Osborne. The memorable evening also included a cocktail party, silent auction, dinner, and a live auction. Our 2022 Kids Night Out raised over \$2.5M, besting last year's total by over \$100,000! Summit Homes was the Presenting Sponsor with Zalman Kohen as Honorary Chair and Andy Burczyk serving as Event Chair.

**5th Annual Tour de Fork –** This ever-popular event, benefitting the youth served at the Olathe Unit, did not disappoint in 2022! Set in our new venue inside the Garmin Hangar, nearly 300 guests were treated to an array of food trucks. Party-goers participated in Silent and Live Auctions that helped raise over \$220K – a 17% increase over 2021. A highlight of the evening was the culinary demonstration by Q39 executive chef, Philip Thompson. Best of all, a team of our own Club kids served as greeters and participated in an interactive culinary trivia game. Thanks to Sysco and to our 2022 co-chairs, Shannon Powers and MaKenzi Higgins, for making this event a tremendous success.

**Dinner on Ice –** On November 9, 2022, 275 guests were treated to an exciting night on the ice benefiting the youth served by Boys & Girls Clubs of Greater Kansas City. This unique event featured cocktails, live and silent auctions, and dinner over the ice of the Cable Dahmer Arena, served by players of the Kansas City Mavericks hockey team. Nearly \$140K was raised thanks to our amazing supporters. Many thanks to the Kansas City Mavericks organization and also to our Platinum Ice Sponsor, Loretto Foundation.







## BOYS & GIRLS CLUBS OF GREATER KANSAS CITY

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816-361-3600 | [www.helpkckids.org](http://www.helpkckids.org)



A United Way Agency

## We Meet Kids Where They Live & Learn | 6 Club Units, 3 School Sites, and 1 Partnership Site

### Unit Locations:

#### 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

### School Locations:

#### 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

#### S. Kiki Curls Unit at Smith Hale Middle School

9010A Old Santa Fe Road | Kansas City, MO 64138

### Partnership Site:

#### Synergy Services' Youth Resiliency Center

2001 NE Parvin Road | Kansas City, MO 64116