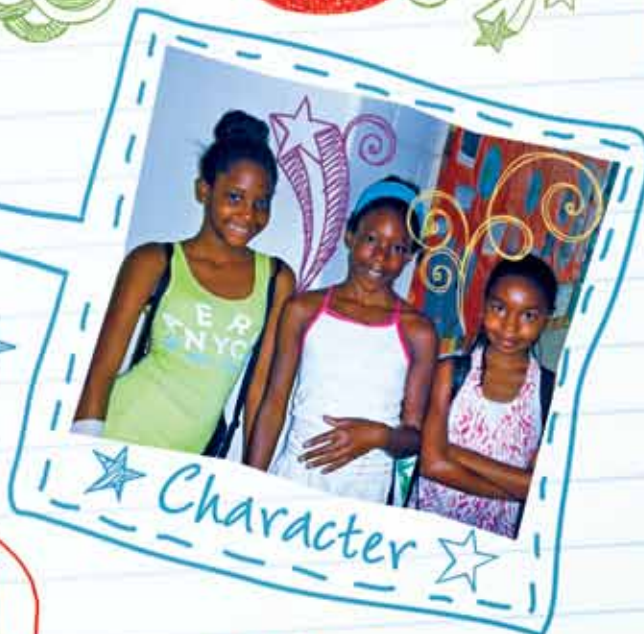


**GREAT FUTURES START HERE.**

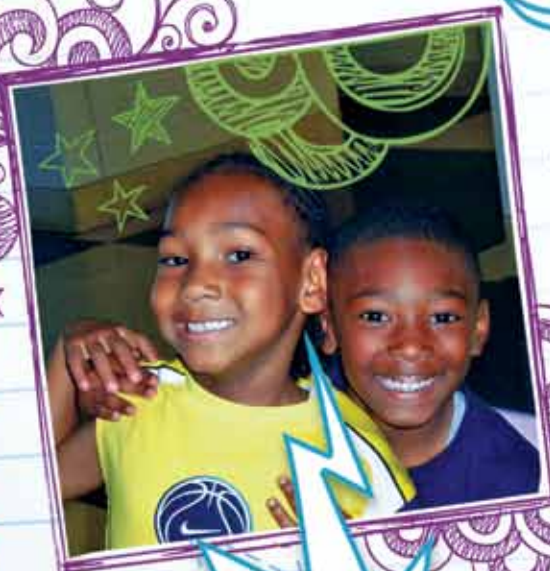
**BE**  
vibrant



**BE**  
happy



Character



**BE YOU**

Friendship



**HERBERT HOOVER  
BOYS & GIRLS CLUB**

2010 ANNUAL REPORT





## A MESSAGE FROM OUR LEADERSHIP

2010 was another exciting year for the Herbert Hoover Boys & Girls Club! We are so thankful for the support and encouragement we receive from so many donors and organizations because it means we can serve more St. Louis area kids! We are now reaching more than 9,500 youth, including over 4,000 registered Club members at four locations and seven school sites.

We are also excited about our enhanced ability to address the personal, educational and vocational needs of young people. The Boys & Girls Club Movement has a strong history of providing great experiences that have made young people healthy, kept them safe and given them direction in their life pursuits. Targeted programs, regular attendance and high-yield activities, combined with the key elements of youth development, make up our Formula for Impact that results in these priority outcomes — **Academic Success, Good Character and Citizenship, and Healthy Lifestyles.**

Herbert Hoover Boys & Girls Club sees a future in which success is within the reach of every child in our region. This vision can only be attained with the ongoing commitment, generosity, and enthusiasm of our many local, regional and national partners. Thank you for helping us continue to reach out to those most in need of our services.

Because of you – Great Futures Start Here!

Sincerely,

Jeremy Garbutt  
Board Chair

Flint W. Fowler, PhD  
President



# Leadership

## HHBGC PROGRAMS



### Taylor Family Character & Leadership Development Programs

Helping youth become responsible, caring citizens and acquire skills for participating in the democratic process is the main thrust of these programs. They also develop leadership skills and provide opportunities for planning, decision-making, contributing to Club and community and celebrating our national heritage.



### Education & Career Development

Programs in Education and Career Development enable youth to become proficient in basic educational disciplines, apply learning to everyday situations and embrace technology to achieve success in a career.



### Health & Life Skills

These initiatives develop young people's capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults.



### The Arts

Programs in The Arts enable youth to develop their creativity and cultural awareness through knowledge and appreciation of the visual arts, crafts, performing arts and creative writing.



### Sports, Fitness & Recreation

These Club programs help develop fitness, a positive use of leisure time, reduction of stress, appreciation for the environment and social and interpersonal skills.

## MISSION AND VISION

The mission of Herbert Hoover Boys & Girls Club (HHBGC) is to inspire and enable youth ages 6 to 18 to realize their full potential as productive, responsible and caring citizens.

Herbert Hoover Boys & Girls Club envisions a future in which success is within reach of every child in the St. Louis region, empowering themselves and influencing future generations toward making a difference for themselves, their community and the global community.

## WHO WE ARE

The Club is a chartered member of the Boys & Girls Clubs of America (BGCA), which has 4,000 chartered locations that serve 4.2 million youth annually. In 2010, The Chronicle of Philanthropy ranked BGCA as the nation's top youth organization for the 16th consecutive year and 15th among all non-profit organizations. HHBGC is part of a proud tradition of service to our nations' youth that promotes character and leadership, community and civic involvement, and safety and well-being.

## LOCATIONS

### Administrative Offices

2901 North Grand Avenue  
St. Louis, MO 63107  
phone: (314) 335-8000 | fax: (314) 652-7509



Adams Park Unit



East Middle School Unit



Southeast Middle School Unit



Sportsman's Park Unit



## CLUB OVERVIEW

Since 1967, HHBGC has been providing a safe place for children to learn and grow. HHBGC now serves over 9,500 kids, including 4,000 registered Club members at four sites and within several other schools in the St. Louis region. The Club is open during hours that kids are most likely to need a safe place to go — after school and during summer. Nationally recognized programs help youth succeed in school, stay healthy, pursue interests in arts and sports, and explore career choices. Membership fees are kept low to allow any child the opportunity to join.

**An annual membership costs \$25 and includes free vision and dental care!**

## 2010 CLUB HIGHLIGHTS

**2010 was an extraordinary year for Herbert Hoover Boys & Girls Club!**

In November 2010, HHBGC opened its fourth location at Hazelwood East Middle School. We are excited to partner with the Hazelwood School District, Olin Business School, Brown School of Social Work, and Washington University's Science Outreach to provide quality programs after school. Members from this unit also have access to the Club's vision and dental clinics.

Over the summer, 350 Club members took an exclusive train ride across the city aboard the "BNSF Special", a collection of 15 vintage rail cars that has covered thousands of miles of tracks across the country. The kids on board enjoyed lunch, participated in games and activities, and had a chance to speak with and thank Club supporters during the ride.

We are pleased to recognize Emerson for their generous gift of \$500,000 to support technology programs. The funding will support computer instruction and computer maintenance as well as give our youth access to reliable computers and the Internet when doing homework, preparing a school project or researching career opportunities. In recognition of this donation, the technology room in the Sportsman's Park Unit's Teen Center is now named the **Emerson Teen Technology Lab**.

Thanks to a \$25,000 arts education grant, Southeast Middle School Unit was able to add a music/media production studio to their list of activities for Club members.

82 members of the track and field team participated in the Amateur Athletic Union (AAU) Regionals on the campus of Illinois State University. Seventy members qualified for the National Junior Olympics which were held in Virginia Beach. Jaylen Burdine won the 800 meter in the 10 year-old group. This is the 2nd time in the Club's history that one of our members won a gold medal. Hooray for the track team and our National Champ!

Washington University sponsored Family Plus Nutritious Cooking, a program that taught parents and members how to prepare quick, healthy, inexpensive meals and the basics of nutritious food. Participants had the opportunity to leave each class with dinner for their family.

## OUR FORMULA FOR IMPACT

The Five Key Elements for Positive Youth Development are:

- Creating a **safe, positive environment**
- Having **fun**
- Developing **supportive relationships with caring adults**
- Offering **opportunities for and having high expectations of members**
- **Recognizing members for who they are and their achievements**

In addition, Clubs promote the importance of **regular attendance**. The level of impact a Club has on young people depends on the frequency of their participation and attendance.

Combined, these efforts result in positive youth outcomes in three key impact areas:

- Youth demonstrate increased engagement in school and learning, and show improved **Academic Success**. Our vision is that every member progresses to the next grade level on time and graduates with a plan for the future.
- Youth demonstrate an increase in **Good Character & Citizenship** through positive character traits, civic engagement, and making contributions to their community. Our vision is to inspire a generation of civically engaged youth who balance self-concern with concern for others.
- Youth leading **Healthy Lifestyles** demonstrate improved healthy habits and decision-making skills and show a strong commitment to leading a healthier lifestyle. Our vision is to empower youth to make healthful choices.



*Danielle*

*"I was shy and kept to myself ... I came to the Club and got involved in the Teen Outreach Program where I met friends and got involved in my community."*

Hi, my name is Danielle and I am 18 years old. I am a senior at Soldan High School. I started coming to Herbert Hoover Boys & Girls Club – Sportsman's Park Unit four years ago. I used to just hang out and did not participate in any programs. Then Ms. Liz told me about Sister 2 Sister and the Teen Outreach Program (TOP). In TOP we learned how to build character, how to be a leader and what it was like to work on a team. We hosted bake sales and other fundraisers to raise money for needy families during the holidays. We also collected money for a women's shelter. It made me feel good to be able to help out others in my community. I am also a member of our Junior Staff and enjoy working for the Club and being a role model for the younger members. I look forward to my first year of college where I plan to study social work. If it had not been for the Club I think I would have had trouble overcoming my shyness and I would not be where I am today.





Jaiden

*"I like learning about different foods that help you grow stronger and keep your body healthy."*

Hi! My name is Jaiden and I am in the third grade and a member of Herbert Hoover Boys & Girls Club – Adams Park Unit. Some of my favorite things to do at the Club are make new friends, go on field trips and play games outside. I also really like to learn new stuff about food. In Healthy Habits we learned about the new food plate and all the different types of food that are supposed to be on our plate at every meal. We were also taught how to make healthy snacks that taste good. I really like carrots and dip, and apples with cinnamon and yogurt. I am able to tell my mom about the food we eat at the Club and she buys it for me at the grocery store. Now I like eating healthy foods!



Malik

*"I am grateful to the Club for giving me the opportunity to learn about music production. It's fun and interesting."*

Hello, my name is Malik and I am 14 years old. I have been a member of Herbert Hoover Boys & Girls Club – Southeast Middle School Unit for three years. My favorite activities include playing in the gym, social recreation time

and hanging in the music studio. I played viola in the orchestra and was learning how to play the cello when Ms. Eva asked me if I wanted to learn how to use the music studio. I went to the studio for a couple of sessions and thought it was pretty cool. At the time I didn't know how to use any of the equipment or the MacBook. Over the summer I participated in Studio Camp, passed a written test and now I am certified to operate everything in the studio without supervision. I enjoy the engineering side of music production and mixing beats. I get to teach my peers and younger members how to use the equipment. We wrote and produced our own song about the Club.

*"The Club keeps me off the streets and it makes my mom feel better that I have a place to hang out with friends and do homework after school."*

Hi, my name is Donovan and I am 15 years old and a member of Herbert Hoover Boys & Girls Club – East Middle School Unit. I was distracted at school, not paying attention to teachers, not turning in assignments on time and had no motivation. When I came to the Club, Mr. Marvin asked everyone to bring in their report cards. I was having trouble in communication and science classes so Marvin helped me get a tutor. The staff checked on my progress, helped me with assignments and taught me how to prepare for quizzes and tests. The homework room is a clean, quiet space that helps me concentrate on learning. Thanks to the Club, I passed all my classes with A's and B's and am looking forward to being a freshman in high school next year!



DONOVAN

*"It makes me happy that Miss Tosha cares about me getting good grades in school."*

Hi, my name is Jan'nah. I am 10 years old and in the 4th grade at Farragut Elementary. I have been a member of Herbert Hoover Boys & Girls Club – Sportsman's Park Unit for two years. I like swimming, playing with friends in the game room, art, dance and Healthy Habits activities. I also have a mentor through the Mentor St. Louis program. My mentor, Miss Tosha, visits me at school during lunch where we read a story together, talk about what we read and work on an activity sheet. We also play learning games with the other students and mentors. She helps me with my reading, writing in cursive and helps me understand the books better. She talks to my teachers and checks on my homework and tests.



Jan'nah





## 2010 YOUTH OF THE YEAR

Ashleigh Smith

Ashleigh has been a member of Herbert Hoover Boys & Girls Club – Sportsman's Park Unit for nine years. As a student at Cleveland NJROTC Academy, a magnet school within the St. Louis Public School District, she enjoys coming to the Club because she feels safe and valuable. The Club has helped her build strong social skills that allow her to communicate effectively with peers and adults. Ashleigh thinks that the Club has the power to change lives.

Ashleigh participates in a variety of programs at the Club such as: SMART Girls (Sister 2 Sister), Keystone Club, Goals for Graduation, Junior Staff, and the Teen Advisory Committee. She is currently the President of StL Finest Keystone Club, a position that she does not take lightly. Her positive attitude, behavior and sense of commitment are inspirational to other teens in the Club. She gathers the information, creates the agendas and conducts the meetings. Ashleigh also organizes fundraisers and service projects for Keystone. She recently organized the Haiti Relief project and collected summer clothes to be shipped to Haiti earthquake victims.

Ashleigh's goals include graduating from high school in May 2011, attending one of her top three college choices (Southeast Missouri State University, University of Missouri – Kansas City, and Missouri University of Science and Technology). She plans to major in nursing and also wants to help medical researchers find cures for diseases that plague our world. After completing her nursing degree, Ashleigh would like to join the Navy as a nurse so she can travel all over the world and serve others.

*For years to come I will remember how Herbert Hoover Boys & Girls Club has been my family and mentor while I was in the growing stages of becoming an adult.*

*Youth of the Year is the highest honor a Boys & Girls Club member can receive. The Youth of the Year program recognizes members ages 14 – 18 for outstanding contributions to a member's family, school, community and Boys & Girls Club, as well as personal challenges and obstacles overcome.*

# BE COMMITTED



## MESSAGE FROM ALUMNUS

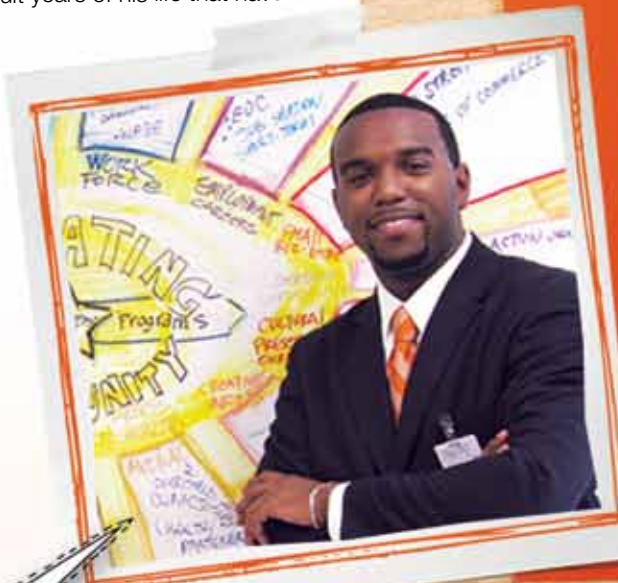
Gralon A. Johnson

Gralon A. Johnson was born and raised in St. Louis City where he and his 11 siblings were all members of Herbert Hoover Boys & Girls Club. Although he grew up with loving and supportive parents, he was brought up in impoverished neighborhoods that were infested with drugs, gangs and violence. Within his family, social and economic hardship was also a reality, and for many years they were homeless. Circumstances eventually got so tough for the family that he and his siblings were temporarily separated from each other. When the family was finally able to come back together, they lived and worked in a motel. Given their predicament, Gralon contemplated dropping out of high school to get a job to help alleviate some of the family's financial strain.

However, Gralon says that finding the Club allowed him to realize that anything was possible. *"There were many times when I believed that because of where I was born, or because of the area where I grew up, that poverty was all I was bound for; but the Club helped my siblings and me push against that."* The compassionate staff not only helped him to ascertain his talents and ambitions, but also helped him to develop a passion for serving others. This exposure ultimately led him to the decision to attend college.

Gralon received his Bachelor of Science degree in Human Development and Family Studies from the University of Arkansas at Pine Bluff. He is the first male in his entire family to pursue and complete graduate school; he received a Masters degree from the University of Arkansas William J. Clinton School of Public Service. He says it is the difficult years of his life that have made him appreciate what he has today.

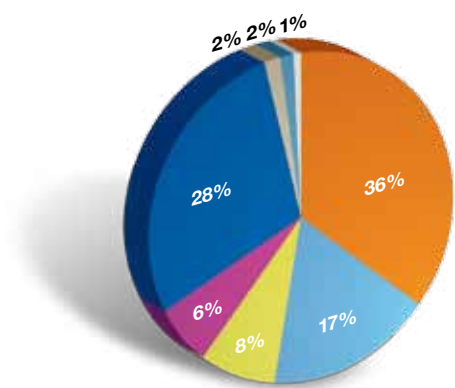
Inspired by his Club experience, Gralon wants to serve young people with similar backgrounds. *"I wanted to reciprocate all of the optimism that the Club poured into my life."* He served as a program coordinator with the West Africa AIDS Foundation in Ghana and as an evaluation consultant with The STAND Foundation in North Little Rock, Arkansas. He was also a community health associate with Trinity Health in Silver Springs, Maryland, and an instructor with the Children's Defense Fund's Freedom Schools. In December 2010 he completed a research project at HHBGC that investigated the academic experiences and outcomes among the Club's high school-aged African American males. Currently, he serves as a mentor, volunteer, counselor and consultant for the Club.



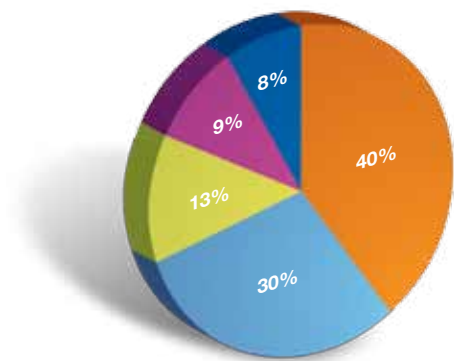
*Be Inspired*



# FINANCIAL FIGURES



- Revenues and Support**
- Contributions
  - Grants
  - United Way of Greater St. Louis
  - Event Revenue
  - Membership & Program Fees
  - Interest & Dividend Income
  - Miscellaneous Income
  - In-Kind Donations



- Operating Expenses**
- Education, Arts & Leadership
  - Sports, Fitness & Recreation
  - Health Services
  - Development & Fundraising
  - General & Administration

# DEMOGRAPHICS

Kids Served — 9,706

Registered Club Members — 4,038

81% of our kids come from single-family homes

Household Income	
\$0 - \$9,999	.01%
\$10,000 - \$14,999	23%
\$15,000 - \$29,999	47%
\$30,000 - \$49,999	15%
Greater than \$50,000	12%
Unknown	3%

**Gender**

Male — 58%

Female — 42%

**Ethnicity**

African American — 97%

Multi-Racial — 2%

Caucasian — 1%

**HHBGC Staff**

Full Time — 27

Part Time — 45

Volunteers — 850

# 2010 ORGANIZATIONAL DONORS

**Visionaries Circle (\$500,000+)**

Emerson

United Way of Greater St. Louis

**President's Circle (\$100,000 - \$499,999)**

City of Saint Louis

Deaconess Foundation

Human Development Corporation

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Missouri Alliance of Boys & Girls Clubs

Saint Louis County Government

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