



GREAT FUTURES START **HERE.**

2011 ANNUAL REPORT



A MESSAGE FROM OUR LEADERSHIP

A lot has transpired over the last 5 years – the opening of 3 club sites; the operation of two 21st Century Community Learning Center programs; the launch of our mentoring initiative and affiliation with Mentor St. Louis; and the implementation of our capacity building activities as an Impact Partner with the Deaconess Foundation. The stage is set and we are well-positioned to serve more boys and girls, open more sites and continue to positively impact the lives of thousands of kids!

Our impact with growth agenda has lead to a significant change – not in our mission but in the name under which we do business. The Boys & Girls Clubs of Greater St. Louis more appropriately reflects our current footprint and opportunity to be present in more communities. The name also better aligns us with our charter sponsor, Boys & Girls Clubs of America and the strength of its brand. Our new name connotes a desire to work hand-in-hand with municipal governments, school districts and other institutions to ensure that every child, especially those who need us most, has access to structured, effective and well-supervised experiences during non-school hours.

Thanks to our wonderful partners who have faithfully supported our efforts to reach more youth. The United Way of Greater St. Louis continues to be the single largest source of financial support for the Club. The Washington University Medical Center Redevelopment Corporation has renewed its commitment to addressing the needs of children in the Forest Park Southeast community. Mary Ann Lee established an endowment to ensure that education and career development opportunities will continue to be key elements of our programming. Emerson provided funding to make the benefits of technology a reality for all Club members. The City of St. Louis, St. Louis County Government, ARCHS, Saint Louis Public Schools and the Hazelwood School District continue to be avid supporters of our work. And the Deaconess Foundation has made it possible for us to effectively grow and manage our enterprise through responsible organizational planning and infrastructure development.

We've come a long way – from the single location on the site of historic Sportsman's Park to four clubs sites and five elementary schools that serve thousands of area youth – and are well positioned to do more!

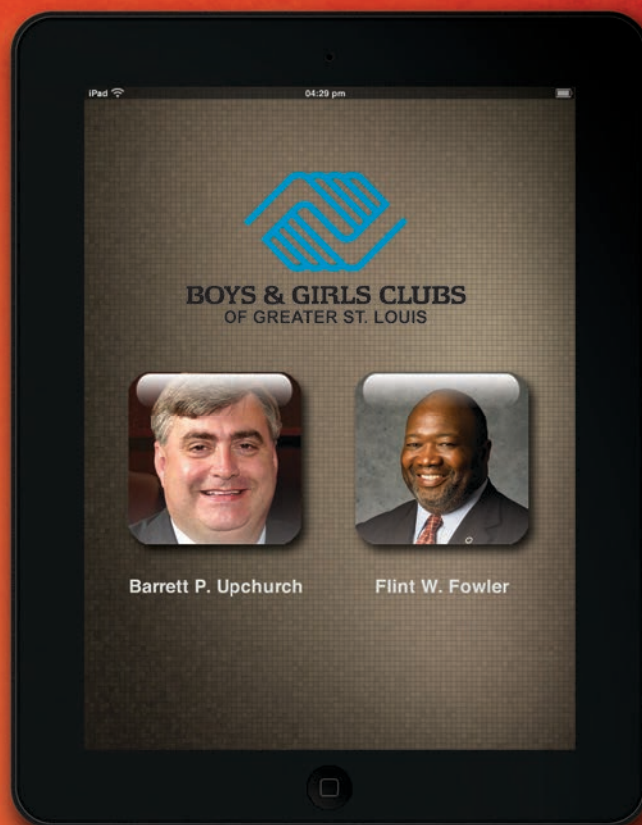
Sincerely,



Barrett P. Upchurch
Board Chair



Flint W. Fowler, Ph.D.
President



CORE PROGRAM AREAS



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.



E. Desmond and Mary Ann Lee Education & Career Development Programs

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.



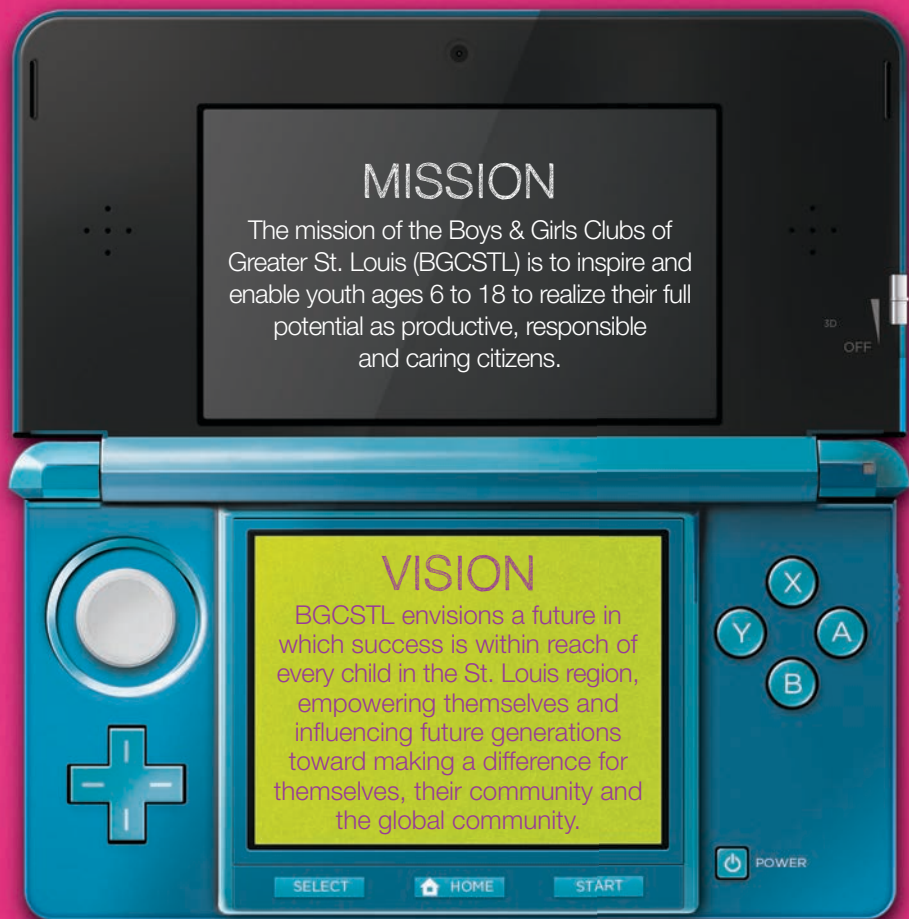
The Arts

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.



LOCATIONS

Administrative Offices

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



Adams Park Club



East Middle School Club



Herbert Hoover Club



Southeast Middle School Club

CLUB OVERVIEW

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 2011, The Chronicle of Philanthropy ranked BGCA as the nation's top youth organization for the 18th consecutive year. BGCSTL 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.

Since 1967, BGCSTL has been providing a safe place for children to learn and grow. BGCSTL now serves over 8,000 kids, including 3,200 registered Club members at four Club sites and within several public 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.

The annual membership fee includes free vision and dental care!

2011 CLUB HIGHLIGHTS

2011 was an extraordinary year for Boys & Girls Clubs of Greater St. Louis!

We are pleased to recognize Mary Ann Lee for her generous gift to establish the E. Desmond and Mary Ann Lee Education and Career Development Program Fund. Education and Career Development programs at the Club address the educational needs of more than 3,200 Club kids each year. After-school homework labs, one-on-one tutoring, high-yield learning activities, computer instruction and technology, career planning and job readiness are all part of the comprehensive youth development approach employed by the Club.

We are thrilled to extend our partnership with Washington University Medical Center which renewed its support of Adams Park Club for another four years.

Two Boys & Girls Clubs of Greater St. Louis members, Dwayne McCowan and Katera Rogers, had the once-in-a-lifetime opportunity to deliver the official game ball for the 2011 World Series Games 1 and 6. Both members received tickets to the game and were invited to stay for the Hospitality Post-Game Party.

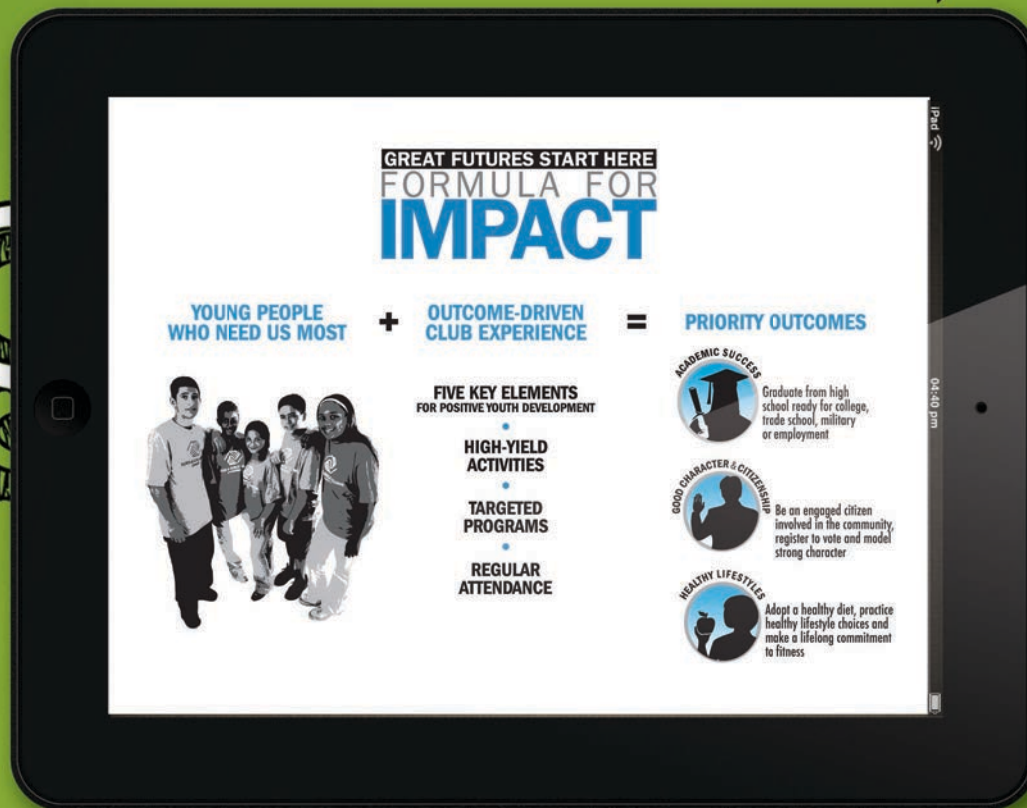
Bank of America supported health and nutrition programs at the Club through its "Gift for Opportunity" fund with a \$25,000 grant.

Youth from Adams Park Club joined forces with local artist, Grace McCammond to design and paint five murals along Manchester Avenue, including St. Louis Hall of Fame and Tour de Grove.

75 Kids in Summer Camp's Financial Literacy program culminated their curriculum with a trip to Junior Achievement's BizTown and Finance Park, a simulated corporate environment, where members were assigned to different corporations and positions and taught how to earn a profit.



OUR FORMULA FOR IMPACT



HEALTHY LIFESTYLES

Darius

"The Club offers so many sports that it's hard not to participate in them."

Hello, my name is Darius and I'm 14. I've been a member of the Herbert Hoover Club since I was six years old. I love coming to the Club to be active. My favorite program is **Triple Play**. The Club offers so many sports that it's hard not to participate in all of them. I play football, basketball and baseball so I am in sports year-round. It is important to me to eat healthy so I can stay in condition. I like eating blueberries, bananas, spinach, and green beans. Programs like **Passport to Manhood** and **SMART Moves** teach me about making healthy choices too like avoiding drugs and alcohol. Next year I plan to join **Keystone Club**, which will help me be a better role model, leader and help me have a good future. I know grades are important, so I maintain a 3.0 GPA. My favorite class is Communication Arts. I especially like the reading. First off, when I grow up I want to be successful, but I would like to play football or basketball. I'm also interested in being a doctor or a veterinarian.



GOOD CHARACTER & CITIZENSHIP



Maggie

"Being at the Club also helped me make a lot of friends. At school I am shy, but at the Club I talk a lot."

Hello, my name is Maggie. I am an 8th grader and a member of the Southeast Middle School Club. I joined the Club when it opened in 2008. The Club is important to me because it gave me somewhere to go after school. I got involved in cool programs and started to volunteer. Being at the Club also helped me make a lot of friends. At school I am shy, but at the Club I talk a lot. **Torch Club** is my favorite program. In my third year, I became President of Torch Club. I learned how to help in the community, at the Club, and how to plan a **community service** project. I volunteer regularly at the Magic House supervising play areas and at Chesterfield Lion's Club. We were all bothered by recent bullying and its effect on local kids, so in October we hosted an **Anti-Bullying, Drug and Violence Rally** at our school. We planned it, invited speakers, and Hot 104.1 came. Being in Torch Club helped mature me. It taught me that it's good to give back and taught me to stand up for what I believe in. After high school, I want to go to Harvard University and one day become a criminal lawyer.



DEMETRIUS

"The Club has played a big part in my life. I spend a lot of time here."

Hello, my name is Demetrius. I am 14 and have been a Club member for six years at the Adams Park Club. I was elected President of **Torch Club** for two terms. I helped organize community service projects like the Murals on Manchester, Groovin' in the Grove and St. Louis Hall of Fame. We have baked cupcakes for the homeless and raised money. I also am a **Youth Ambassador**, which I like because I get to brag about the Club and say why all the kids should come to Adams Park. This year I also got to go to the **African American Male Teen Summit**. I was able to listen to speakers, attend networking events, and visit Morehouse College. The Club has played a big part in my life. I spend a lot of time here. I didn't even know I needed glasses until I visited the **Clarkson Eyecare Vision Clinic**. Groups like Torch Club and **Passport to Manhood** get people to be better people. Because of them, I've made my own code of conduct and learned about being a man. Next year, I will attend high school, and I hope to work for the Club as a member of **Junior Staff**. I can't choose just one thing to do with my life. I want to be a Marine, a lawyer, President, and a doctor in that order.



ACADEMIC SUCCESS



Tierra

"I enjoy acting as a role model and I hope the kids will have it in their hearts to stay at the Club as they get older and be good role models too."

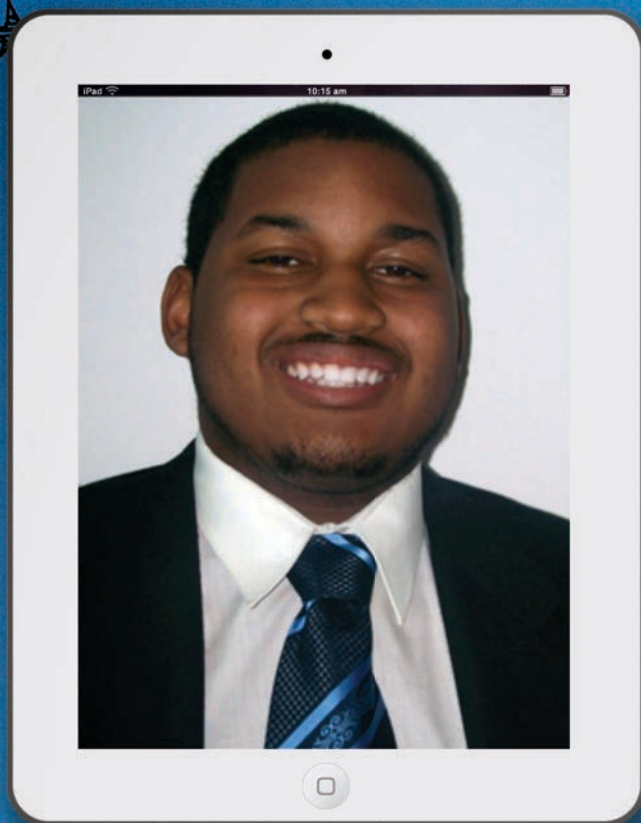
Hello, my name is Tierra and I am a Junior. I have been a member of the Herbert Hoover Club for three years. I started coming after tagging along one day after school with my best friend, Donnell. Since I became a member of **Junior Staff**, **Keystone Club**, **Torch Club**, and **Sister to Sister**. Throughout high school, I have maintained a 4.0 GPA. I am self-motivated, but the extra push I receive from staff like Mr. Jason, Ms. Liz and Ms. Indigo makes me work harder. I want to be valedictorian of my high school class. Now, I am even a **mentor** for another member of the Club, Aliyah, helping her with her science project, math homework, and just being a role model. I assist in the Education Center for **Power Hour**, tutoring Club members after school. The Club has been a good place for me to go to forget my problems. Seeing the kids smiles everyday cheers me up and once I walk through those doors my whole mood shifts. I enjoy acting as a role model and I hope the kids will have it in their hearts to stay at the Club as they get older and be good role models too. After high school, I am excited to go to college where I want to study Entrepreneurship, so I can own my own business one day.



Leroy

"The Club motivates me to work hard and get good grades."

Hi, my name is Leroy and I'm in seventh grade. I joined the East Middle School Club in 2010 when it opened. I am a member of the **Redbird Rookies Baseball Team**, **Harvest Club**, and **Cooking Matters**. I am also a Youth Ambassador for East Middle. I attended the **African American Male Teen Summit** in Atlanta, where we learned about exercise, career options, and how to be a man. I enjoy coming to the Club for the art room and sports in the gym with Mr. Dar'el, but first I stop in the library for **tutoring**. I've always been a good student, but after school tutoring made me do even better in school. I now have a 3.4 GPA and I was awarded **Eagle of the Month** for my hard work. Tutoring helps me understand things better and then I understand classes better. The Club motivates me to work hard and get good grades, because then we get to have a pizza party! Now, I help my little brother with his math and reading homework. I look forward to continuing my education in college and then serving my community as a firefighter.



2011 MISSOURI STATE YOUTH OF THE YEAR Matthew Stewart

“With a college education, there is no limit for me.”

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.

Matthew has been a member of Boys & Girls Clubs of Greater St. Louis – Herbert Hoover Club for twelve years. A graduate of Metro High School Academy, Matthew was a successful student with a GPA of 3.2 and a member of the National High School Scholars. He was involved in several extracurricular activities including Poetry Club, the school newspaper, Tech Crew and manager of the varsity baseball team.

Matthew said that the Club has had a very positive influence on his life and when he is here he feels important and needed. He often refers to the Club as his second home. Matt first attended the Club as a summer camper. After a few summers he began attending the after school programs and met Club staff member, Melvin Davis. Melvin encouraged Matt to get involved with the Boy Scouts and served as a mentor to him. Matthew interacts well with peers, younger members, staff, and visitors. Because of his positive attitude and dedication to the Club, He is frequently asked to represent the Club in the community. He enjoyed volunteering in the game room and interacting with other Club members and was hired as a camp counselor in 2008. The Club and the staff have taught him that anything is possible if you prepare yourself and work hard.

Matthew received a 28 on his ACT and was accepted to several universities. He currently attends the University of Northern Iowa where he is pursuing a business degree. He would like to attend culinary school so he can open his own restaurant one day. Matthew is back at the Club for the summer as a Camp Counselor. He said, “with a college education, there is no limit for me.” He also looks forward to the day when he will be able to give back to his community. He would like to open his own Boys & Girls Club as well as fund a tutoring program for students attending inner city schools.

2011

MESSAGE FROM ALUMNUS

Howard Richards

Howard Richards was an early member of Herbert Hoover Boys Club. He joined in 1968, the second year of the Club's existence, and attended Summer Camp.

He enjoyed learning to swim and playing basketball. The Club was where he learned to play checkers from the late, great Henry Armstrong. He remembers, "He told me that I'd be good whenever I could beat him. I finally did!" He participated in crafts and woodworking and went on fieldtrips. The on-site Dental Clinic is responsible for the fillings he still has today!

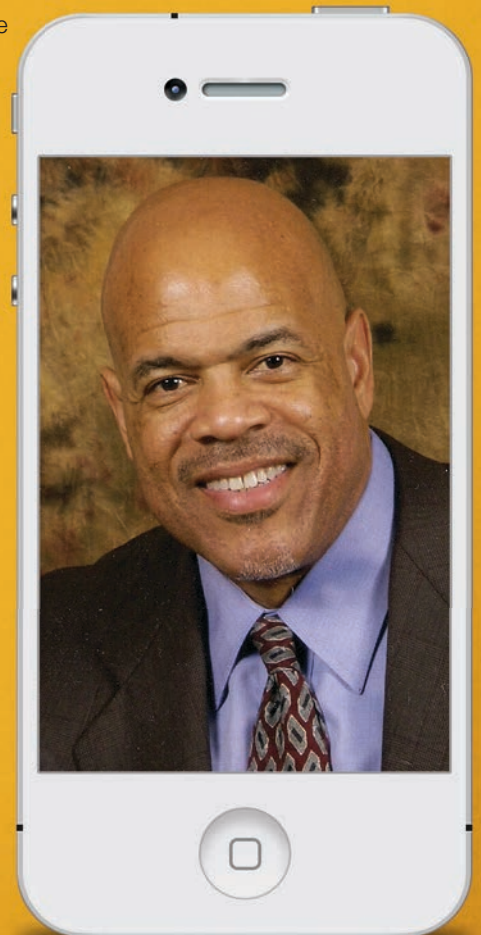
He remarks: "This Club was the foundation for everything I know and love. It really helped shape me and mold me as a boy and as a man. I learned the value of teamwork and working with others. When there were disputes among us youngsters, we were left to work out our problems, so I gained early experience in conflict resolution."

A former National Football League player, Howard quickly discovered his prowess for athletics saying, "Many great athletes grew up in the Club. Their abilities and competitiveness were showcased through the old [St. Louis] Public High League and beyond." He went on to play football at the University of Missouri in Columbia and was drafted 26th overall into the National Football League in 1981. During his NFL career, Howard helped the Cowboys win three NFC East Division Championships, and also played for the Seattle Seahawks.

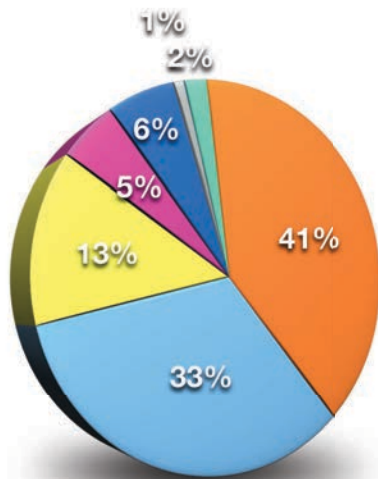
After a successful football career, Howard went to work for the Central Intelligence Agency in Washington, DC. There he served as an Executive Protection Officer and team leader for four CIA Directors and the former Presidential National Security Advisor to President Clinton.

Today, Howard is the Executive Director of Institutional Security and Development at Harris-Stowe State University, President of SevenZero, Ltd., and the Color Analyst for Missouri Tiger Football broadcasts. Howard is grateful for his Club experience and remarks, "Guys like me are a product of an organization that does very good things for the citizens of the community."

“The success of the Club is from the kids. We made each other better and stronger. I really want to thank them for teaching me how to coexist with one another.”

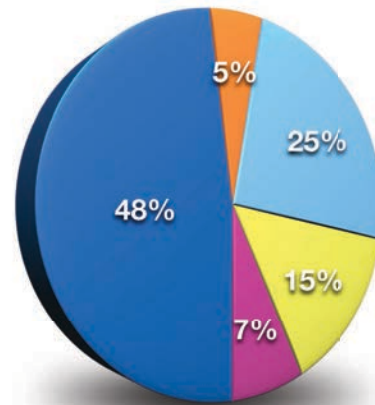


FINANCIAL FIGURES



Revenues and Support

- Contributions
- Grants
- United Way of Greater St. Louis
- Membership & Program Fees
- Event Revenue
- Interest & Dividend Income
- Miscellaneous Income



Operating Expenses

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

DEMOGRAPHICS

Kids Served — 7,988

Registered Club Members — 3,239

Average Daily Attendance

Summer Camp	427
School Year	461

*Household Income

\$0 - \$9,999	46%
\$10,000 - \$14,999	12%
\$15,000 - \$29,999	21%
\$30,000 - \$49,999	11%
Greater than \$50,000	7.2%
Unknown	2.8%

*Gender

Male — 59%

Female — 41%

*Ethnicity

African American — 97%

Multi-Racial — 1.4%

Caucasian — 1%

Hispanic/Latino — 0.6%

**Demographic information pertains to 2011 Registered Member only*

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