



### **About the Great Futures Campaign**

- On July 31, Boys & Girls Clubs will launch the Great Futures Campaign, an initiative to mobilize the country in support of kids and empower our nation's youth to achieve success. We are redefining the opportunity equation for kids by elevating the critical role out-of-school time plays in a child's chance to have a great future.

- Every day, 15 million kids leave school with no place to go<sup>1</sup>, putting them at risk of being unsupervised, unguided and unsafe. As a leading advocate for youth, we are committed to ensuring that every child has access to a safe place after school and during the summer where they can build the knowledge, skills and behaviors to put them on the path to a great future.

### **Issues facing kids today**

- America's kids are in crisis.

- o Today's generation is estimated to be worse off than their parents<sup>2</sup>. Our nation's graduation rate ranks 22<sup>nd</sup> among 28 countries<sup>3</sup>. Three out of 10 kids are obese or overweight<sup>4</sup>. One in 5 American kids live in poverty<sup>5</sup>.

- o The issues facing kids today also impact our nation's economy, costing as much as \$209 billion in lost taxes and higher government expenditures over the lifetimes of those who fail to graduate<sup>6</sup>. Nationally, healthcare costs to treat health issues related to childhood obesity are \$14.1 billion annually<sup>7</sup>. Additionally, states spend an average of \$7.1 million a day locking youth up in juvenile justice facilities<sup>8</sup>.

- o **The Boys & Girls Clubs of Central Texas operate at under \$500 per year per youth served in 2013. With over 10,000 youth served in eight different Central Texas Communities.**

- Our nation's state of poor academic performance, obesity, drug use, and youth-related violence are cause for alarm and national action.

- The support systems that have traditionally raised America's children are strained. Parents and schools cannot do the job alone.

- There's an overlooked, yet essential, component of the success equation to transforming kids' lives and America's future: out-of-school time (after school and summer).

- What happens during the hours between school and home can have a dramatic impact on kids' futures. By providing access to positive and productive afterschool and summer programs as well as caring adult mentors, we can help reverse the most negative trends facing our youth and our country, including graduation rates, obesity and violence.

### **Out-of-school time plays a critical role**

- For every hour a child spends in school, they spend two hours out of school. The way a child spends the hours after school and during the summer can significantly impact the path they take.

During the school year, 15 million kids nationwide (1 out of 4) leave school with no place to go<sup>1</sup>, putting them at risk of being unsupervised, unguided and unsafe during these critical afterschool hours.

- o During the summer, 43 million (3 out of 4) kids in America lack access to summer learning programs<sup>9</sup>, increasing their risk of learning loss and putting them at a disadvantage before the school year starts.

- o **Central Texas clubs provide services during the summer such as Brian Gain (Summer Learning Loss Programs) and much more to over 1,500 youth daily.**

- When young people have access to a safe place with caring adult mentors and enriching programs during out-of-school time, great things happen.

### **Boys & Girls Clubs' leadership position**

- For 150 years, Boys & Girls Clubs have been leaders in youth development during out-of-school time. **[Localize with Club information]**

- Every year, more than 4,100 Clubs nationwide provide nearly 4 million kids with a safe and fun place, positive adult mentors, educational enhancement, guidance on healthy living and life-changing programs. **Boys & Girls Clubs of Central Texas operate in Killeen, Harker Heights, Copperas Cove, Georgetown, Gatesville, Lampasas, Belton and Marlin.**

- Research indicates that what happens in our Clubs transforms lives – with 57% of Club alumni saying the Club saved their life<sup>10</sup>.

- Boys & Girls Clubs reach kids who need us most with outcome-driven programs designed to increase their performance in the areas of education, health and character development. Research also shows that when kids attend the Club more frequently, the impact grows, so Clubs create a fun and engaging environment that keeps kids coming back.

### **What the Great Futures Campaign means for kids and Clubs**

- Boys & Girls Clubs are taking a leadership role with the Campaign to elevate the impact of out-of-school time and advocate for kids with a focus during this critical, yet often overlooked, part of their day.

- We seek to reach more kids in need during out-of-school time and grow participation in our life-changing, outcome-driven programs for even greater impact on kids and our country.

- Nationally, we're implementing the following strategies:

- Campaign for America's Kids: Launch the Campaign for America's kids to elevate the critical role of out-of-school time and garner public support and resources for Clubs to increase their impact on kids and communities. The Campaign kicks off July 31 to ensure that "after school" is part of the "back to school" conversation.

- Advocacy: Lead a public discussion around the issues facing kids and convene public, private and nonprofit partners to increase access to out-of-school time programs.

- Serve more members, more often with impact-driving programs: Drive transformational change for kids and communities by increasing kids' access to and attendance at Clubs, growing our life-changing, outcome-driven programs to best serve kids and communities, and providing world-class training and education resources to Clubs and staff.

- Locally, Clubs will implement the following strategies:

- **Club 105 which recognizes youth who attend 105 times a year. Local clubs provide programs within the following five core areas; Academic Success, Character & Leadership Development, Healthy Lifestyles, The Arts, Sports, Fitness & Leisure Activities daily .**

- We know we can't serve all 15 million kids who need an adult mentor and a safe, productive place to go after school and during the summer. So, we are advocating on behalf of kids and convening public, private and nonprofit partners around our goal of ensuring every child and teen has access to a safe, engaging and productive environment during out-of-school time.

## What the Great Futures Campaign hopes to achieve

- Boys & Girls Clubs of America's mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. We want today's generation to be successful in school and in their adulthood, to be healthy and active, and to develop strong character skills they need to become future leaders for our country.

- We believe there are three key areas to developing young people into well-rounded adults. Through the Campaign, we seek to achieve the following movement-wide outcomes for kids:

- Globally Competitive Graduates: By 2018, Clubs will help 1.4 million teens stay on track to graduate from high school; and 70% of Club seniors will be college bound. The power of Club teens on track to graduate by 2018: an estimated \$8 billion in economic impact to the U.S.

- 21<sup>st</sup> Century Leaders: By 2018, 1.2 million Club teens will volunteer at least 6 million hours, resulting in a minimum \$70 million economic impact in our communities.

- Healthier Generation: By 2018, Club youth will participate in 4 billion hours of physical activity, and Clubs will serve more than 500 million meals or snacks to young people who need them most.

- Locally, Clubs will contribute toward these nationally outcome goals by doing the following:

- Ensure successful transitions to middle and high school, and foster college- or career-readiness with 21<sup>st</sup> century skills. **Each year we serve over 1,300 youth in the schools in Killeen, Harker Heights & Copperas Cove. In 2013 over 6,000 youth received some kind of academic success program through one of the twenty eight sites for the Boys & Girls Clubs of Central Texas.**

- Engage youth in taking action in their community and world, promote resilience, build character strength, and develop the next generation of America's leaders. **With programs such as Torch Clubs, Keystone Clubs, Youth of the Year, Youth of the Month and many more over 2,100 youth of Central Texas received some kind of Character & Leadership program through the clubs.**

- Motivate kids to be healthy through nutrition and health education, more access to healthy foods, avoidance of risky behaviors and a lifelong commitment to fitness. **With programs like Smart Moves, Get Fit Be Strong, Healthy Habits and others over 6,500 youth received some kind of healthy lifestyle program.**

## Join us!

- Change America's Future. Open the Door for Kids at [www.bgctx.org](http://www.bgctx.org)

- By supporting out-of-school providers like Boys & Girls Clubs, together, we can reach more kids and put them on the path to a great future.

1) Source: National Center for Education Statistics, U.S. Department of Education, National Center for Education Statistics, U.S. Department of Education, January 2013, Afterschool Alliance, October 2009 2) Source: Strauss, Rebecca. Remedial Education: Federal Education Policy, Renewing America Progress Report and Scorecard (New York: Council on Foreign Relations, June 2013) 3) Source: OECD (Organisation for Economic Cooperation and Development), Education at a Glance 2013, OECD Indicators 4) Source: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention (CDC) February 2012, and Ogden, C.L.; Carroll, M.D.; Kit, B.K. and Flegal, K.M. "Prevalence of Obesity and Trends in Body Mass Index among US Children and Adolescents, 1999-2010," Journal of the American Medical Association, (February 1, 2012) 5) Source: U.S. Census Bureau Publication, September 2013 6) Source: Teachers College, Columbia University, Center for Benefit-Cost Studies of Education (CBCSE), 2007 7) Source: Trasande, L. and Chatterjee, S. "The Impact of Obesity on Health Service Utilization and Costs in Childhood," *Obesity*, (2009) 8) Source: Justice Policy Institute (JPI) and Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs, U.S. Department of Justice, 2009 (JPI) and 2013 (OJJDP) 9) Source: Afterschool Alliance, 2010 10) Harris Interactive survey of Boys & Girls Club Alumni