**BENEFITS TO LOCAL BUSINESSES THAT INVEST IN THE BUILDING GREAT FUTURES CAPITAL CAMPAIGN**

**ABOUT THE ORGANIZATION**

**WHO WE ARE**: The BOYS & GIRLS CLUBS OF CHAFFEE COUNTY (BGCCC) was founded in 2005 as a result of a community steering committee’s recommendation to merge two existing youth programs in Salida, Colorado into one nationally-recognized program. Due to increasing demand, as well as the immediate success of the Salida Club, a second Club was opened in Buena Vista in 2006. Both Clubs were founded in response to a needs assessment that identified the lack of constructive, out-of-school activities for local youth. This need was especially critical for single parent and low income families. Both Clubs provide evidence-based programming that promotes the growth of the individual child and is aimed at (6) positive youth development outcomes:

* positive self-identity,
* health & wellbeing,
* positive values, a commitment to learning,
* social competency, and
* community involvement.

BGCCC serves more than 50% of all school-aged youth in Chaffee County. By investing in BGCCC, you are serving your customers’ and staff’s families and extended families. Providing them with the ability to feel confident, their children are safe and they can focus on their work and contributions for the overall betterment of Chaffee County.

BGCCC implements research-based, youth development programs for young people in our rural mountain communities. Youth arrive after school, eat a healthy snack, and participate in supervised activities in the

following categories:

* Education and Career Development,
* Character and Leadership Development,
* Health and Life Skills, Sports, Fitness & Recreation, and the Arts.

Each category incorporates multiple programs with curricula developed and shared among Boys & Girls Clubs of America.

**MISSION:** To enable all young people, especially those who need us the most, to reach their full potential as productive, caring, responsible citizens.

**GOAL:** The Goal of the “ Building Great Futures Capital Campaign ” is to serve more youth in state-of-the art facilities that will increase the Club’s ability to serve more youth and amplify their ability to learn, grow and excel in the future. We will accomplish this by bringing together the people and the resources needed to make these Clubs a reality.

**THE STATISTICS THAT ILLUSTRATE THE ISSUE:** In 2019, Club member demographics were reflective of current Chaffee County socioeconomic indicators. According to "2019 KIDS COUNT in Colorado!” 14.6 % of Chaffee County children lived in poverty. 34.7% qualified for Free or Reduced Price Lunch. 6.4% of children were uninsured (4.4%/CO). 12% qualified for Medicaid or CHP+ but were not enrolled. Out-of-Home Placements were more than double the state rate at 19.4 per 1,000 (CO = 8.7 per 1,000). Household income for 13% of residents was below the federal poverty level and, yet, only 4% of youth participate in the TANF Basic Cash Assistance

program. The Median Household Income was $15,568 less than the state average ($53,545/Chaffee Co; $69,113/Colorado). With the relatively high cost of living and the average house price of $350,000, it takes 2.5 jobs per household to afford the average residence, leaving less time for parents to spend with their children.

This snapshot of the special needs of BGCCC's target population is further supported by statewide demographic studies. The 2018 Colorado Center on Law & Policy's report on Self-Sufficiency Standard for Chaffee County states that "Chaffee County families need income more than twice that of the federal poverty level to make ends meet. The income families need to pay basic expenses in Chaffee County, such as housing, child care and food, is much higher than the government's official federal level. A Chaffee County family with 1 adult and 1 preschooler needs an annual income of $44,889 to make ends meet, more than twice the federal bench-mark of $16,460 for a family of two. In Chaffee County, a total of 25.3% of households fall under the standard.

**BUSINESS VALUES PROPOSITION**: We believe that there are tangible benefits for \_\_\_\_\_\_\_\_\_in

addition to the philanthropic values of underwriting the BGCCC “Building Great Futures Capital Campaign” which include:

1. **Increase Customer Loyalty**. Customers have shown that they appreciate businesses in their community that support high impact organizations like the Boys & Girls Clubs.

2. **Attract the Best Employees.** Employees are attracted to businesses that invest in the community. Additionally, \_\_\_\_\_\_\_\_staff will have access to the benefits of the new Boys & Girls Clubs in Salida and Buena Vista, Colorado.

3. **Increase Community Goodwill**: By having \_\_\_\_\_\_\_\_\_\_\_\_\_ leadership engage in this investment, you are recognized for the positive impact and goodwill created in the community.

4. **Reaching New Markets**: By making a significant investment in Boys & Girls Clubs of Chaffee County’s capital campaign, young families will recognize their importance to HCB and be encouraged to become new customers.

5**. Public Relations and Marketing:** The Club will provide many opportunities for \_\_\_\_\_\_\_\_\_ to be recognized through BGCCC’s public relations, marketing and naming opportunities.