



A Legacy for Success, Built for the Future

Boys & Girls Clubs of Broward County Strategic Plan



BOYS & GIRLS CLUBS
OF BROWARD COUNTY
www.bgcbc.org

WHO WE ARE

Our Mission

To enable all youth, especially those who need us most, to reach their full potential as productive, caring and responsible citizens.

Our Vision

To provide a world class Club experience that assures that success is within reach of every young person who walks through our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character & citizenship and living a healthy lifestyle.



ACADEMIC SUCCESS



THE NEED

Youth in Broward County are in need of academic support to reach high school graduation.

WHAT WE DO

Staff and volunteers place an importance on encouraging members, age 6-18, to strive for academic excellence through our year round academic programs.

GOOD CHARACTER & CITIZENSHIP

THE NEED

Youth in Broward County are facing challenges within their communities such as risk of juvenile arrest, teen pregnancy, and increased school drop-out rates.

WHAT WE DO

Staff and volunteers provide opportunities for all members to engage in community service learning projects and leadership development.



HEALTHY LIFESTYLES



THE NEED

Our youth face many challenges when it comes to physical exercise, nutrition, and mental wellness.

WHAT WE DO

Staff and volunteers encourage a lifelong commitment to the benefits of healthy nutrition and physical fitness.



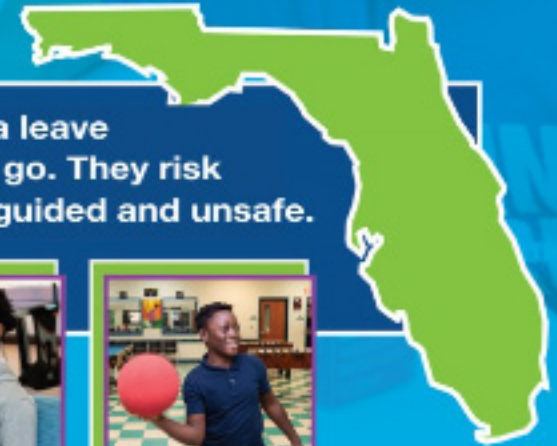
THE CLUB EXPERIENCE



Boys & Girls Clubs fill the gap between school and home. We provide welcoming, positive environments in which our members have fun, participate in life-changing programs, and build supportive relationships with peers and caring adults.

THE NEED IN OUR STATE

Every day kids in Florida leave school with nowhere to go. They risk being unsupervised, unguided and unsafe.



CALL FOR COMMUNITY-WIDE SUPPORT

In 1965, a committee of five community members came together to establish The Boys Club of Broward with the mission of providing hope and opportunity to underserved youth. For over 57 years, The Boys & Girls Clubs of Broward County have been a safe haven for youth in our community. While we have come so far, the work we do will never cease. Our youth need our support now more than ever. For so many local kids, our Clubs are the only place to get nutritious meals, have the space and equipment to play and maintain healthy habits, and partake in life-changing educational and leadership programs. There are so many more youth who need us. We must continue to provide hope, support and opportunity for every young person who walks through our doors.

The Boys & Girls Clubs of Broward County has always and will always do whatever it takes to shape the futures of the youth in our community. The development of our new strategic plan was initiated to focus on the sustainability and growth of the Boys & Girls Clubs of Broward County. The plan outlines the organization's framework, strategic priorities and resources needed to continue to serve the youth of Broward County.

Through the implementation of our strategic plan, the Boys & Girls Clubs of Broward County will focus on 4 strategic pillars that allow us to continue to provide quality programming, a safe and nurturing environment, and a fun place for youth to visit after school. The Boys & Girls Clubs of Broward County has always, and will always do whatever it takes to continue to shape the lives of the youth we serve.

The Boys & Girls Clubs of Broward County has proven to be a **"Legacy of Success, Built for the future."**



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Broward C
tive to life
above, par
Boys and G
the 23rd annual under auction set for tonight at the Boca R
ton Hotel and Club are, seated, from left, George Cooper ar
Rick Kin, and standing, from left, Margaret Lehman and Ne

STRATEGIC PILLARS

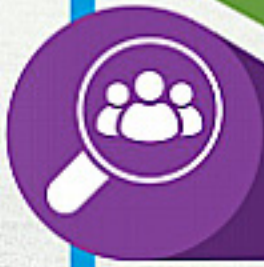


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DIVERSIFIED INTENTIONAL GROWTH

Transformative programming
Partnerships | Growth



COMMITMENT TO TALENT & DEI

Attracting talent | Employee Retention
Training & Development



INCREASE BRAND VISIBILITY

Digital Marketing | Community Engagement
Powerful Storytelling



BUILD SUSTAINABLE FINANCIAL HEALTH

Endowment | Diversify Donor Base
Grant Revenue

INCREASE BRAND VISIBILITY



Be more intentional with social media platforms to target specific end user



Increase BGCBC community engagement efforts



Strengthen brand awareness through strategic communications



Develop powerful storytelling that is consistent, clear, and inclusive through every brand experience

BUILD SUSTAINABLE FINANCIAL HEALTH



Increase endowment funds to ensure the sustainability of Boys & Girls Clubs of Broward County programs and services



Secure new and maximize existing corporate partnerships with the goal of leveraging the full scope of their assets to support our mission



Foster partnerships with local municipalities to increase support



Diversify donor base, increase donor stewardship efforts, and combat donor fatigue



Increase grant revenue

DIVERSIFIED INTENTIONAL GROWTH

COMMITMENT TO TALENT & DEI



Focus on program impact through addressing gaps in program delivery by integrating needs-based, innovative and transformative programming

Create a best in class experience for all Club members who attend BGCBC by creating an inviting, safe, and fun Club environment

Establish Strategic Community partnerships with local municipalities, educational partners, and nonprofits

Increase youth served through targeting underserved demographics and educating the community about BGCBC membership benefits

Expand the footprint of BGCBC to serve youth in new geographic areas and increase accessibility for all youth in Broward County



Develop a talent pipeline of diverse and high qualified candidates that understand the mission and represent the community and children we serve

Invest in professional development opportunities for BGCBC staff

Position BGCBC as an employer of choice by focusing on employee satisfaction and retention

Create partnerships to increase opportunities for BGCBC employees and their families

Join Us in Our Mission Do...



**Whatever
It Takes to
Mentor
Tomorrow's
Leaders.**



**Whatever
It Takes to
Create
Safer
Childhoods.**



**Whatever
It Takes to
Make Her
Dream Job
a Reality.**



**Whatever
It Takes to
Support
Kids' Mental
Wellbeing.**



STRATEGIC PLANNING COMMITTEE

This Strategic Plan is the results of an involved process that consisted of board participation, staff surveys, interviews with staff and members of our Clubs. This process was driven by the commitment of our strategic planning committee.

Marc Infante

Board Chair

Alan Goldberg

Lifetime Board Member

Harry Stampler

Immediate Past Board Chair

Isabel Gonzalez

Board Member

Gary Wendt

Lifetime Board Member

Leon Perez

Board Member

Boys & Girls Clubs of Broward County

1

Jim & Jan Moran Unit

27 S. Dixie Hwy.
Deerfield Beach, Florida 33441-3427
Phone: 954-725-5545 · Fax: 954-725-5551

2

JM Family Teen Center

31 S Dixie Highway,
Deerfield Beach FL 33441
Phone: 754-212-2838 · Fax: 954-725-5551

3

Thomas D. Stephanis Unit

212 N.W. 16th Street
Pompano Beach, Florida 33060-5253
Phone: 954-941-2697 · Fax: 954-784-0381

4

S. Robert Levine Campus William E. Slaughter Unit

7201 Kimberly Blvd.,
N. Lauderdale, Florida 33068-2336
Phone: 954-726-3927 · Fax: 954-722-4464

5

Leo Goodwin Foundation Teen Center

7201 Kimberly Blvd.
N. Lauderdale, Florida 33068-2336
Phone: 954-722-5580 · Fax: 954-726-8059

6

David & Kay Hughes Administrative Headquarters H. Wayne & Marti Huizenga Campus

877 NW 61st Street, Ft Lauderdale, Florida 33068
Phone: 954-537-1010 · Fax: 954-537-1070

7

Lauderhill Unit

5455 NW 19th Street
Lauderhill, Florida 33313-3272
Phone: 954-731-3552 · Fax: 954-733-0924

8

Nan Knox Unit

832 NW 2nd Street
Fort Lauderdale, FL 33311-9010
Phone: 954-463-6392 · Fax: 954-524-6153

9

Harold Reitman Unit

3025 W. Broward Blvd.
Ft. Lauderdale, Florida 33312-1251
Phone: 954-797-7097 · Fax: 954-797-0474

10

Florence A. DeGeorge Unit

1220 SW 130th Avenue
Davie, Florida 33325-4302
Phone: 954-236-2790 · Fax: 954-236-9917

11

NFL YET Lester H. White Unit

2621 S.W. 15th Street
Ft. Lauderdale, Florida 33312-3915
Phone: 954-585-6351 · Fax: 954-585-6391

12

Rick and Rita Case Unit

7525 N.W. 33rd Street
Davie, FL 33024-2316
Phone: 954-433-9000 · Fax: 954-704-0604

13

Marti Huizenga Unit

1111 North 69th Way
Hollywood, Florida 33024-5656
Phone: 954-983-0626 · Fax: 954-983-0729

14

Carver Ranches Unit

2205 S.W. 44th Avenue
West Park, Florida 33023-3400
Phone: 954-967-8787 · Fax: 954-967-8545





SHAPING FUTURES



BOYS & GIRLS CLUBS

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