Our Vision: Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.
AMERICA’S KIDS ARE IN CRISIS.

3 OUT OF 10 young people are overweight or obese

1 OUT OF 5 lives in poverty

3 OUT OF 10 kids won’t graduate on time

As bad as those numbers are, the situation is far worse in many of the communities served by Boys & Girls Clubs.

This is simply not good enough – for our kids, our communities or our country. It’s time for a better life for young people and a better future for America.

For 150 years, Boys & Girls Clubs have given young people in need the support, guidance, tools and skills to succeed in life. Now, our Movement is embarking on a strategic plan to make sure that all our youth can achieve the great future that every child deserves.

WHICH DOOR WILL THEY CHOOSE?
The Formula for Impact is the road map the Boys & Girls Club Movement will follow together to ensure that youth achieve our priority outcomes of **ACADEMIC SUCCESS**, **GOOD CHARACTER AND CITIZENSHIP**, and **HEALTHY LIFESTYLES**. It is the key to making our ambitious vision of great futures for all young people a reality.
INCREASE IMPACT

Boys & Girls Clubs across the country are implementing the Formula for Impact, our research-based road map to increasing our impact on America’s youth. Already, we have begun the process of ensuring that every aspect of the Club Experience is focused on helping young people achieve our priority outcomes:

ACADEMIC SUCCESS,
GOOD CHARACTER AND CITIZENSHIP,
AND HEALTHY LIFESTYLES.

We believe that every child deserves a great future – and that America’s long-term success depends upon our kids succeeding. That’s why every goal in our strategic plan is designed to increase our impact on the young people who need us most. It’s the right thing to do for our kids and the right thing to do for our country.

TARGET

› Club members perform 10 percent higher than local and national benchmarks in key outcome areas.

STRATEGIES

› Enhance our programs and program resources.
› Train Club staff in delivering an outcome-driven Club Experience.
To know we are succeeding, and to demonstrate it to the nation, **WE MUST ALSO BECOME LEADERS IN MEASURING YOUTH OUTCOMES.** Measuring our progress, learning more about what works, and continuing to refine the Club Experience will allow us to maximize our impact on the young people we serve, today and into the future.

**TARGET**

› Measure outcomes using common indicators in **80 percent** of Club organizations.

**STRATEGIES**

› Identify a set of common, research-based indicators to measure our progress.
› Develop resources and training to enable Clubs to collect, report and use accurate, high-quality data nationwide.
GOAL #3

STRATEGICALLY GROW THE MOVEMENT

Childhood poverty in America now stands at the highest rate in half a century. MORE AND MORE KIDS NEED A BOYS & GIRLS CLUB. We must ensure that our Movement is reaching as many of these young people as possible, in new or existing facilities. What’s more, we know from research that youth who attend the Club more often and over a longer period of time are more likely to succeed in school, give back to their communities and choose healthy lifestyles. That’s why we must also work to get children and teens coming back often enough and long enough to realize the full benefit of the Club Experience.

TARGET

› Serve 4.4 million youth.
› Grow the Movement to 4,300 Clubs.
› Increase average daily attendance throughout the Boys & Girls Club Movement by 50 percent.

STRATEGIES

› Increase the number of Club youth who attend frequently, participate in Club programs and renew their memberships from year to year.
› Create more opportunities for teens to participate in Clubs.
› Open new Clubs in middle and high schools.
› Expand and strengthen our partnership with the U.S. Armed Services.
› Establish other strategic partnerships that increase our capacity to reach and serve young people.
INCREASE ORGANIZATIONAL CAPABILITIES

The Boys & Girls Club Movement has adopted A BOLD VISION FOR YOUNG PEOPLE. To ensure that our youth can achieve the truly great futures we envision for them, we must build the capability of our Clubs to meet the critical needs of young people.

TARGET

› Strengthen Club organizations so that 90 percent have the capability to implement and measure all aspects of the Formula for Impact.

STRATEGIES

› Use Key Performance Indicators (KPIs) to assess every organization’s capabilities and create plans to strengthen them.
› Build board and executive leadership capabilities.
› Work in partnership with local Club organizations to provide services that help Clubs of all types strengthen their capabilities.
In order to achieve these bold goals – and to ensure that young people in all Clubs can achieve great futures – **WE MUST GENERATE NEEDED RESOURCES ON NATIONAL, STATE AND LOCAL LEVELS.**

**TARGET**

› Increase total revenue of the Boys & Girls Club Movement by **30 percent.**

**STRATEGIES**

› Focus on board development, resource development and marketing at all Club organizations to diversify and increase funding.
› Increase individual giving and major gifts.
› Take advantage of social networking and e-philanthropy, cause marketing, special events and support from Club alumni to raise funds and awareness.
› Expand our capacity to attract government funding at the federal, state and local levels.
› Launch a national, Movement-wide campaign to raise private-sector funds for BGCA and Clubs.
› Increase our capacity to reach and serve young people.
GREAT FUTURES START HERE.

BOYS & GIRLS CLUBS OF AMERICA