



**There's no limit to the heights we can reach—  
Together.**

[bgcma.org/risingtogether](http://bgcma.org/risingtogether)



**Rising Together**

More Kids • More Often • With Greater Impact



**“Before I came to the Club,  
I considered myself an incomplete  
puzzle. I lived in a single-parent home,  
I had recently lost my grandfather,  
and I struggled with confidence.  
I felt incomplete due to circumstances  
I faced and didn’t know what it  
meant to be myself.  
Then I became a Club kid.”**

**Nila** | BGCMA 2020–2021 Youth of the Year

**Nila was just eight years old** when she had her first encounter with racism: a classmate insulting her hair texture and brown skin. Rather than let this experience break her spirit, it sparked Nila’s passion to fight for racial equity and social justice. She began searching for an outlet, a place where she could be herself and nurture her voice. That was the year she joined the A.W. “Tony” Matthews Boys & Girls Club in Mableton—the year she began to understand that there were no limits to the heights she could reach.



## Friends and Supporters,

For more than eight decades, Boys & Girls Clubs of Metro Atlanta (BGCMA) has been igniting the unlimited potential of kids and teens like Nila by offering safe, inclusive, and engaging environments for them to thrive. In more than 25 Clubs across 10 Metro Atlanta counties, our vision and hope for the youth we serve is to see thousands of young leaders rising to new heights and building Great Futures for themselves, their communities, and the world.

Even in times of great challenge and uncertainty, our doors have remained open to keep this vision within reach. When the COVID-19 pandemic hit in March 2020, we conducted more than 7,500 outreach calls, provided more than 120,000 meals, offered devices and virtual learning hubs, and implemented heightened safety protocols across our footprint. As cries for racial justice escalated across the country, we developed culturally relevant programming to support the social-emotional needs of kids and families when they needed us most.

**These societal inflection points clarified just how essential Boys & Girls Clubs of Metro Atlanta’s services are—and have always been.**

Yet we have more work to do. As economic and racial inequities grow more complex and Metro Atlanta continues to recover from the pandemic, our youth need us more urgently now than ever before. Our **Rising Together** campaign will enable Boys & Girls Clubs of Metro Atlanta to rise to meet this moment by pursuing a renewed mission and RISE 2025 strategic plan that calls for serving **more kids, more often, with greater impact.**

Every young person has what it takes to realize their unlimited potential, and the time is now to invest in the people, places, and programs that make that path clear. Together, we will continue to create equitable pathways for our kids and teens to excel, surround them with a village of mentors and peers throughout their K–12 experience, and launch them into a world of hope and possibility.

Please join us so that more kids living in Metro Atlanta achieve the Great Futures they deserve.

Yours in the movement,

**David Jernigan** | President & CEO

There’s no limit to the heights we can reach—  
Together. Our **Rising Together** campaign  
will raise **\$27.5M** to ignite the unlimited  
potential of Atlanta’s kids and teens.

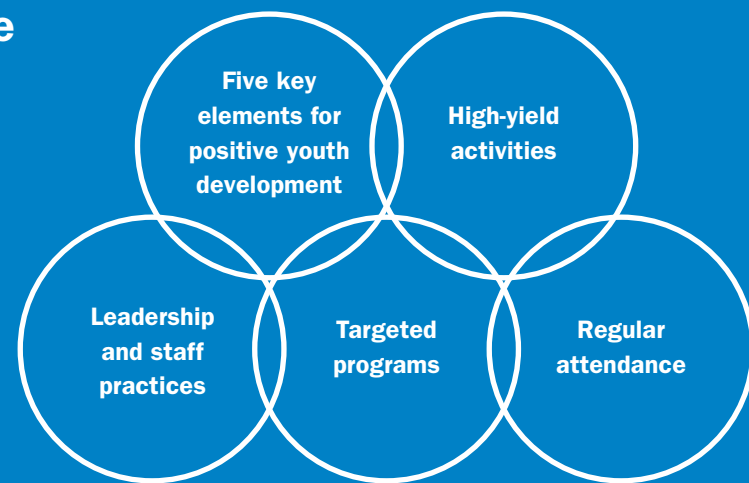


## OUR FORMULA FOR IMPACT

Young people  
in communities  
with high need



Outcome-driven  
Club experience

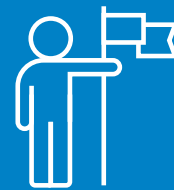


Priority outcomes



**Academic success.**

Graduate on time, motivated to learn, with a plan to succeed in today's modern workforce



**Character and leadership.**

Develop strong character and take actions that make a difference in the community



**Healthy lifestyles.**

Make healthy lifestyle decisions resulting in social, emotional and physical well-being

**“With every life we touch at our Club,  
we are also touching our future.”**

**Gail Johnson** | Executive Director, Warren Club



**Ms. Gail** has served as Executive Director of the Warren Club for more than 40 years and is a testament to the deep mentoring relationships BGCMA staff have with kids and their families. For example, during the COVID-19 pandemic Ms. Gail wrote 267 letters by hand to her Club families to let them know she was there to support however they needed.

**OUR MISSION**

We ignite the unlimited potential of kids and teens by creating safe, inclusive, and engaging environments.

**OUR VISION**

Thousands of young leaders thriving in life and strengthening the future of their communities and the world.

**OUR CLUBS**

**Every child possesses power and potential and should have access to the resources and relationships they need to thrive.** For more than 80 years, Boys & Girls Clubs of Metro Atlanta has worked alongside families, schools, and community partners to support more than 100,000 youth on their journey to live healthy, succeed in school, lead successful careers, and serve as positive role models. Starting with just one Club on Washington Street in 1938, we have grown to more than 25 Clubs in high-need communities throughout Metro Atlanta, serving more than 7,000 kids and teens each year.

**OUR IMPACT**

**Nearly 90 percent of our Club kids report they feel good about their future.** Many youth living in Metro Atlanta face a complex web of challenges throughout childhood and adolescence. Currently, kids born into the bottom 20 percent of Atlanta's income distribution have a less than five percent chance of making it to the top quintile—among the lowest odds of economic mobility in the country.

Boys & Girls Clubs is working to move the needle on these disparities. Our kids are resilient, and with the support of their Clubs they are succeeding in school, building strong character and leadership skills, and making healthy choices for their minds and bodies.

**“I want all of you to know that despite where you come from, your background, your age or anything, nothing can stop you from being who you are. Remember that the most important thing is your voice. The world deserves to hear your story, what you’ve been through, and where you are now.”**

**Regina** | BGCMA 2021–2022 Youth of the Year



**A recent high school graduate,** Regina has been a member of the A. Worley Brown Boys & Girls Club of Gwinnett County since 2017. Her proud Mexican roots and story of triumph have fueled her ambitious zest for life and success. Regina has not allowed life circumstances to hinder her from obtaining internships, pursuing leadership roles within her Club, and becoming the 2021–2022 Youth of the Year—BGCMA’s highest honor. Regina’s love for science and mathematics has driven her career aspirations to become a biomedical engineer and build prosthetics and medical equipment.

## **Rising Together** TO SERVE MORE KIDS, MORE OFTEN

The following campaign priorities will help BGCMA serve more kids, more often by expanding the number of Clubs in Metro Atlanta, along with increasing access to and enhancing the Club environment.

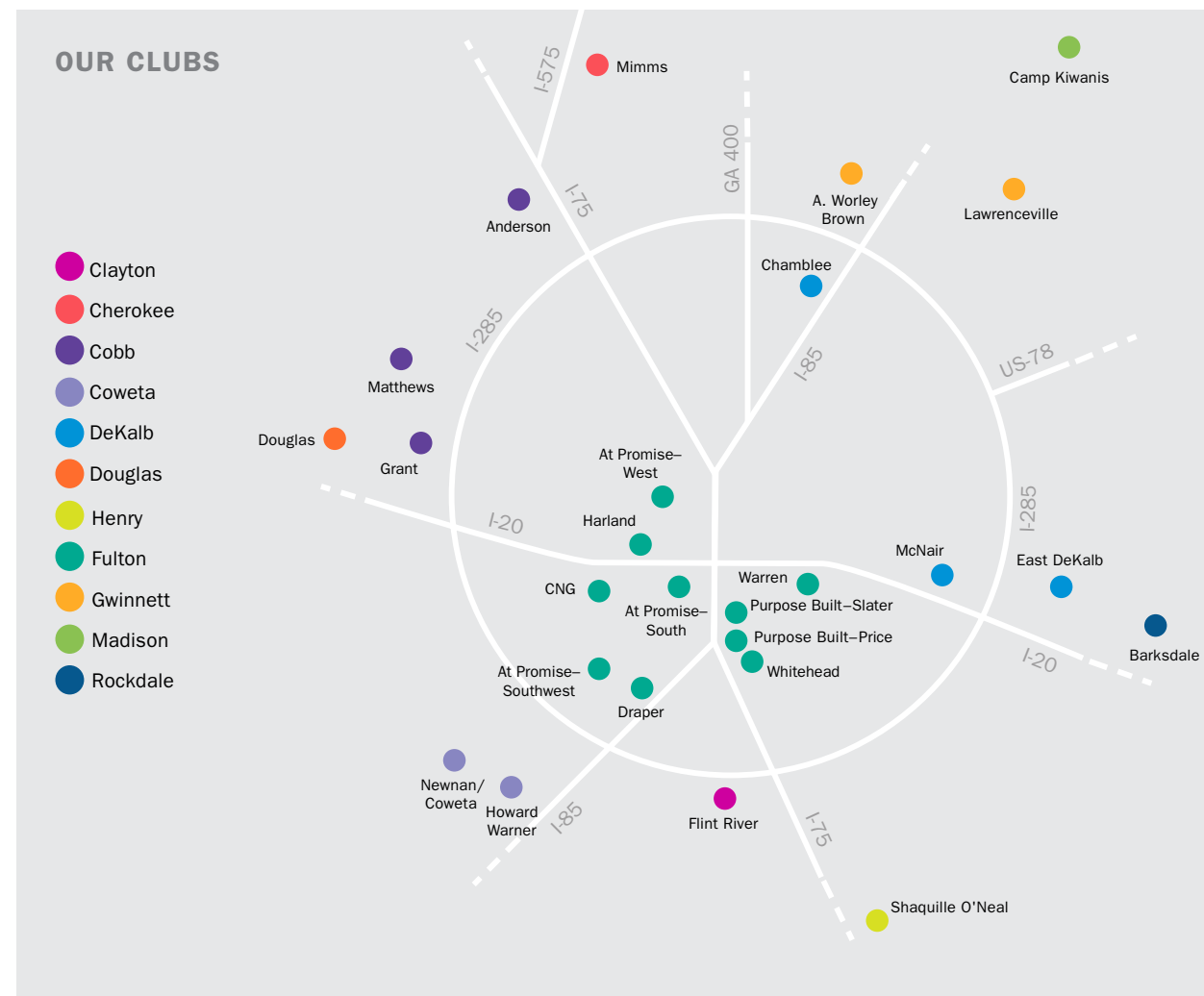
|   | <b>Total</b>        |
|---|---------------------|
| <b>Enhancing the Club Environment</b>                                     | \$6,900,000         |
| <b>Growing Capacity and Deepening Innovation</b>                          | \$5,400,000         |
| <b>Transforming Our Chamblee Club</b>                                     | \$4,100,000         |
| <b>Opening the Shaquille O’Neal Boys &amp; Girls Club of Henry County</b> | \$2,700,000         |
| <b>Ensuring Access with Reliable Transportation</b>                       | \$600,000           |
| <b>Serving More Kids, More Often</b>                                      | <b>\$19,700,000</b> |



**Research shows that kids and teens who attend our Clubs three or more times each week have stronger outcomes. By 2025, we plan to serve 10,000 kids and teens each year with an average daily attendance of 4,000 members—increasing the number of youth we serve by more than 20 percent.**

## ENHANCING THE CLUB ENVIRONMENT

Every child should have the opportunity to spend their out-of-school time in engaging environments that inspire exploration and learning. To create a lasting sense of welcome and keep Club environments safe, efficient, and reliable for the next ten years, BGCMA has identified infrastructure needs across its metro area Clubs along with Camp Kiwanis. Improvements at these sites will allow BGCMA to serve more kids, more often in environments that exceed standards of cleanliness and safety as well as comfort and aesthetics.





## GROWING CAPACITY AND DEEPENING INNOVATION

**Building BGCMA's capacity will help bring our RISE 2025 strategic plan to life and enable initiatives to serve more kids, more often, with greater impact. For example, the campaign will support efforts to expand our Club footprint through continued strategic partnerships along with strengthening current service delivery models and implementing innovative approaches such as virtual, Saturday, and school day programming.**

Additional strategic priorities enabled by the campaign will include:

- Investing in research-driven teen programming in alignment with BGCMA's Workforce Readiness Strategy to drive **tween and teen retention**
- Designing and implementing programs around **racial equity and social justice**
- Enhancing training on best practices in **diversity, equity, and inclusion**
- Investing in **professional development** to deepen staff leadership capacity
- Refining an **outcome measurement system** to better track youth progress, inform Club improvement plans, and evaluate staff performance



## TRANSFORMING OUR CHAMBLEE CLUB

**BGCMA’s mission calls us to invest and operate in Metro Atlanta communities with the highest need. Our Chamblee Club enables us to do this in a big way.**

In 2018, we made the decision to sell our Brookhaven Club and open a larger facility in Chamblee, where we could continue serving nearly all our existing youth and families while expanding our programming and services to those who need them most.

The Chamblee Club offers more than double the square footage of the former site, allowing us to serve 50 percent more youth. The move also enabled BGCMA to consolidate our executive offices and Support Center into the Club in fall 2021. The campaign will support a complete renovation of the Chamblee Club into a state-of-the-art space for kids and teens—BGCMA’s flagship location in Metro Atlanta as well as a model for Clubs across the country.

Renovations will include:

- 19 flexible and engaging **program spaces**
- 2,900+ square foot **dedicated Teen Center**
- **Tech lab** equipped to promote STEM exploration
- Upgraded **gym** and **teaching kitchen**
- **Art lab and stage** for the performing arts







## **OPENING THE SHAQUILLE O'NEAL BOYS & GIRLS CLUB OF HENRY COUNTY**

**The alignment of demonstrated need, community champions, public funding, and eager school partners created exceptional conditions for Boys & Girls Clubs of Metro Atlanta to accelerate our goal to serve more kids, more often by having a presence—for the first time ever—in Henry County.**



In summer 2021, BGCMA celebrated the grand opening of the Shaquille O'Neal Boys & Girls Club of Henry County, located in the former Henry County Middle School. Public and private funding have supported the transformation of the traditional school building into a dynamic Club environment, with dedicated space for tweens and teens, along with the first three years of operations.

**“The Boys & Girls Club was part of my village growing up. It was a safe space to go after school and helped keep me out of trouble. I want the same for kids in Henry County. Upon starting my Foundation, this Club became our first priority.”**



**Shaquille O'Neal** | NBA Hall of Famer and Community Volunteer

### ENSURING ACCESS WITH RELIABLE TRANSPORTATION

Getting kids to and from their Clubs safely each day is essential to our mission and ongoing efforts to increase Club membership and attendance. BGCMA has evaluated each of our vehicles by mileage, repair costs, and wear and tear, and will use campaign funds to service, repair, or replace these vehicles as needed to ensure transportation is never a barrier to participating in the Club experience.



**“My Club gave me a sense of belonging. Upon entering the Blue Doors of my local Club, I was often greeted with ‘What’s up, D. Hall?’ Those smiling faces and familiar voices who knew my name became my community. Those same voices were used to correct, comfort, and confirm me at pivotal moments.”**

**Darrell Hall** | BGCMA Alumnus and BGCMA Rockdale County Board Member



**Darrell stepped into** his first Boys & Girls Club at the age of six. His mother needed a safe and affordable place for him to go after school while she worked to take care of Darrell and his older siblings. From ages 6–18, the former W.W. Woolfolk Boys & Girls Club became much more than an after-school program. It became a community that would transform the trajectory of his life.

Today, Darrell serves as a Rockdale County board member and uses his voice to shape the lives of others as a pastor, author, and public speaking coach.

## **Rising Together** TO ACHIEVE GREATER IMPACT

The following campaign priorities will enable Boys & Girls Clubs of Metro Atlanta to pursue four big ideas that will deepen our impact with the youth we serve.



|   | <b>Total</b>       |
|---|--------------------|
| <b>Supporting Post-Pandemic Academic Acceleration</b>     | \$2,700,000        |
| <b>Maximizing Technology Resources</b>                    | \$3,400,000        |
| <b>Introducing Centers of Excellence &amp; Innovation</b> | \$1,000,000        |
| <b>Deepening Social-Emotional Wellness Program</b>        | \$700,000          |
| <b>Achieving Greater Impact</b>                           | <b>\$7,800,000</b> |

**These priorities will allow BGCMA to respond to emerging community needs beyond the scope of our RISE 2025 strategic plan that fall squarely within BGCMA’s mission and expertise, catalyzing new opportunities to serve our kids in deeper, more meaningful ways.**

## SUPPORTING POST-PANDEMIC ACADEMIC ACCELERATION

**Extended school closures and the abrupt transition to virtual learning during the COVID-19 pandemic profoundly impacted the academic growth of thousands of students across Metro Atlanta—compounding opportunity gaps that many Club youth were already facing. Despite these obstacles, our youth are resilient and driven to achieve academic success.**

**Boys & Girls Clubs of Metro Atlanta is taking a leadership role in this critical time of post-pandemic acceleration, supported by an existing ecosystem of programs and partnerships.**

BGCMA's five-year acceleration plan leverages our proven formula for impact to address the academic, health, and social-emotional needs of students with four areas of focus:

**Academic  
Enrichment and  
Targeted Tutoring**

**Summer Programs  
and Saturday  
Academy**

**School  
Partnerships**

**Staff Capacity  
Building**

In 2021, BGCMA received \$2.8 million in public funding to help launch and sustain this program for two years. We are seeking philanthropic funding to extend this work for three additional years to ensure our kids get the support they need during the transition to post-pandemic life.





## MAXIMIZING TECHNOLOGY RESOURCES

**Technology continues to evolve and shape how we learn, work, and connect. At BGCMA, we are committed to ensuring our members and staff have access to the tools they need to thrive now and in the future.**

To this end, BGCMA adopted a technology investment strategy that addresses each of our key stakeholders. Campaign funds will activate this plan, designed to increase efficiencies for youth, families, and staff; allow BGCMA to make more data-driven decisions; and maintain 21st century program experiences.

Investments will include:

- **New hardware** for staff and Club members
- **Safety and security** technology in Clubs
- Technology to support **STEM programming**
- Enhanced **data management** and analytics capabilities
- **Cyber security** and disaster recovery
- Tools to enable **virtual and hybrid programming**
- Implementation of **MyClubHub**
- Comprehensive **Enterprise Resource Planning** system

**“The young people that our Clubs serve have unlimited potential. Given the right resources and support, the Boys & Girls Clubs can shape the lives of thousands of youth and help build an educated workforce, a healthy community, and a strong base of young leaders for our city.”**



**Bill Rogers** | Chairman and CEO, Truist Financial Corporation

## LAUNCHING CENTERS OF EXCELLENCE & INNOVATION

**At the heart of Boys & Girls Clubs of Metro Atlanta are the youth development professionals who cultivate inclusive spaces and impart positive values that our Club kids take with them into their communities and their futures.**

To support our staff of diverse and effective leaders and achieve greater impact with kids, BGCMA is launching a first-of-its-kind Center of Excellence & Innovation in Metro Atlanta, with plans to scale and offer a framework for replicability in other metro areas. Designed to amplify our Club-wide culture of learning by empowering staff through education, experience, and ongoing coaching, the Centers will be hubs for innovation where we can test, pilot, and run innovative programming that we can share with other Clubs across the country and around the world.

The Centers of Excellence & Innovation will equip BGCMA to:

Improve our youth development professionals' ability to design, plan, and execute a **high-quality Club experience**

Lead and support each Club's efforts to **achieve greater impact with kids and teens**

**Share innovative practices** across sites and across the Boys & Girls Clubs Movement



**“Boys & Girls Clubs of Metro Atlanta provides positive mentoring relationships that make a profound difference for our kids, nurturing them through the normal ups and downs of development and helping them navigate the many stressors that arise outside of our walls.”**

**Dr. Grant Rivera** | Superintendent, Marietta City Schools





## DEEPENING SOCIAL-EMOTIONAL WELLNESS

**BGCMA has long woven social-emotional development into every fiber of our programs, practices, expectations, and relationships. The campaign will enable BGCMA to build upon this foundation by deepening capacity across our organization.**

**Youth capacity.**

Implement relevant social-emotional learning programs and further integrate social-emotional skill building across core program areas.

**Staff capacity.**

Equip staff with the tools, resources they need to consistently engage in practices that foster social-emotional wellness and skill building.

**Organizational capacity.**

Create environments where the expression and practice of social-emotional skills can occur in a supportive, consistent, and sequenced manner.

**Strategic partnerships.**

Partner with key organizations to provide targeted resources and services to support mental health, caregiver engagement, and trauma-informed care to youth and families.



**“I’m so grateful that my Club has given me the space and the tools that I needed to go from a timid and fearful girl to a confident and powerful woman.”**

**Nila** | BGCMA 2020–2021 Youth of the Year

**Over the years,** Nila has continued to blossom as a well-rounded leader and is an active participant in Keystone, a signature Boys & Girls Clubs program that promotes service and leadership. She remains committed to the push for progress, encouraging her peers to aim high and never let the words of others define their destiny. Nila aspires to study international business after graduating high school.





**“It takes a village to raise a child,  
and my village has been the  
Boys & Girls Club.”**

Naomie Mertus | Club Parent

**Naomie Mertus’** three children have greatly benefitted from the workforce readiness programs at the Lawrenceville Boys & Girls Club that have charted their course in educational and personal success—including college enrollment and an apprenticeship at MailChimp—and nurtured relationships with staff that have been an invaluable form of social-emotional support.



# Rising Together

## MORE KIDS, MORE OFTEN, WITH GREATER IMPACT

A Comprehensive Campaign for Boys & Girls Clubs of Metro Atlanta

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|--|---------------------|
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| <b>Achieving Greater Impact</b>                                | <b>\$7,800,000</b>  |
| <b>Campaign Total</b>  | <b>\$27,500,000</b> |

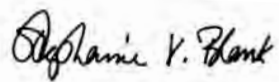
**Every child deserves to be nurtured in a safe, inclusive, and engaging environment that accelerates the path to their Great Future. And yet, every morning across Metro Atlanta, thousands of kids and teens are waking up facing real barriers to this reality that are beyond their control.**

**Metro Atlanta cannot achieve its own Great Future if we cannot first make it possible for our children.**

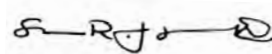
There is a path forward, and Boys & Girls Clubs of Metro Atlanta has been paving that path for more than eight decades. BGCMA will continue raising the bar for itself and the Metro Atlanta community until every young person has the opportunity to soar to the heights they were destined to reach—but we cannot do it alone.

Our mission is fueled by a village of dedicated parents and mentors, committed partners and community leaders, and an unwavering shared belief in the unlimited potential of each and every child. When youth like Nila and Regina rise to meet their fullest potential, our community rises with them. Boys & Girls Clubs of Metro Atlanta, our members, and our communities are **Rising Together** toward a brighter, more hope-filled future, and we need you to rise with us.

In deepest gratitude,



**Stephanie Blank**  
Campaign Chair  
and Trustee



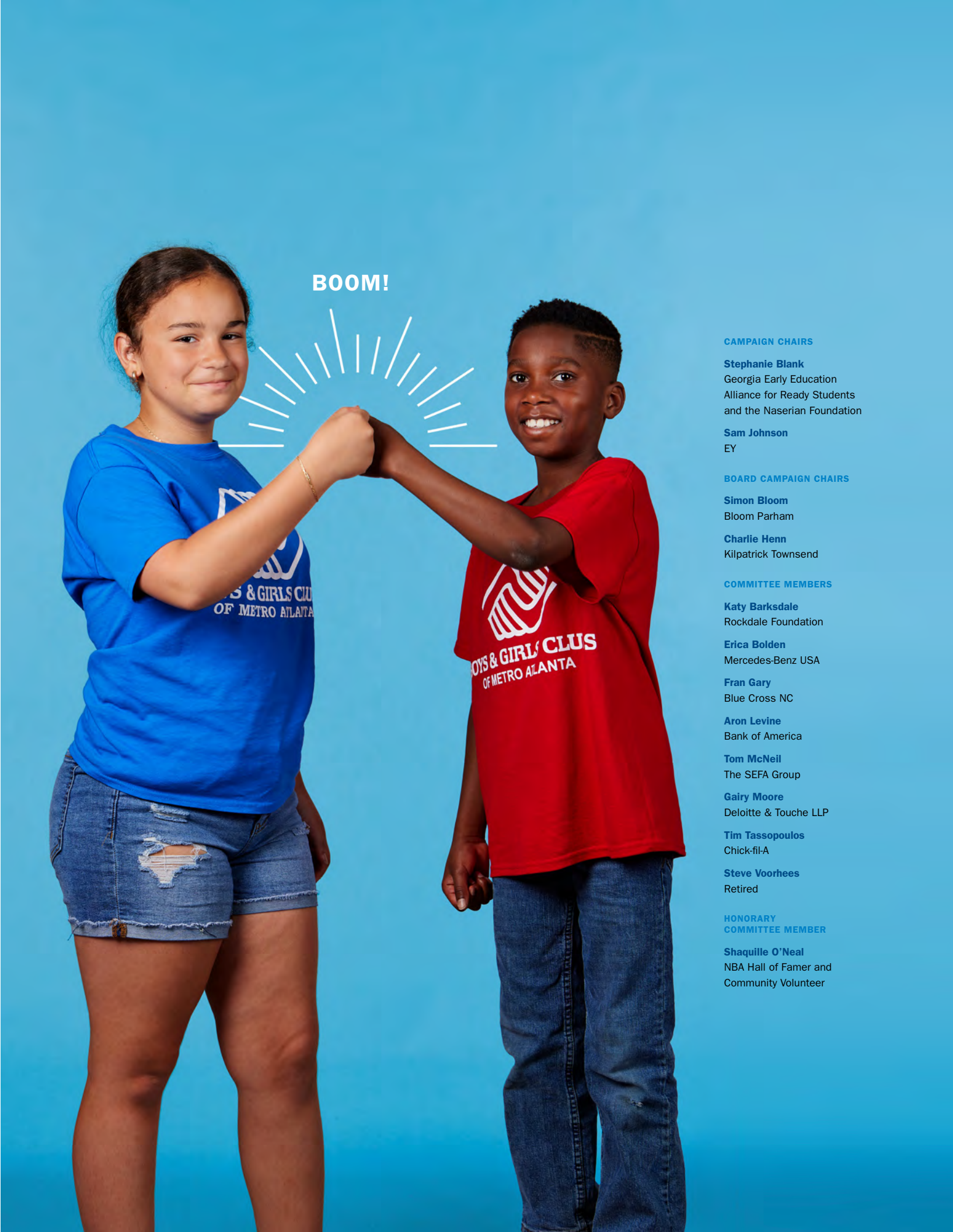
**Sam Johnson**  
Campaign Chair  
and Trustee



**Charlie Henn**  
Chairman,  
Board of Directors



**Tim Tassopoulos**  
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Georgia Early Education  
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and the Naserian Foundation
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EY

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**HONORARY  
COMMITTEE MEMBER**

- Shaquille O'Neal**  
NBA Hall of Famer and  
Community Volunteer



## Let's rise together!

For more information on how you can support Boys & Girls Clubs of Metro Atlanta in its mission to ignite the unlimited potential of kids and teens, please contact Jessica Douglas, Campaign Director, at 470 823 3280 or [jdouglas@bgcma.org](mailto:jdouglas@bgcma.org)

