

# 2012 ANNUAL REPORT



## BOYS & GIRLS CLUB OF CLIFTON



**GREAT FUTURES START [HERE.](#)**

# How We Benefit Our Community



The Boys and Girls Club of Clifton is a private, not for profit, youth service organization, dedicated to providing children of all backgrounds with a safe, fun place to develop skills and qualities essential to their growth as productive, well-adjusted citizens.

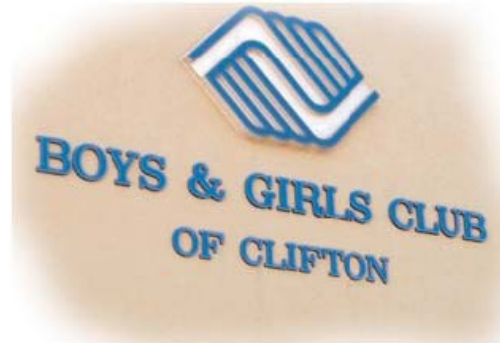
Since 1947, the Boys and Girls Club of Clifton has inspired and enabled young people throughout the community with our proven and effective youth development strategies and programs. Our high quality and affordable programs encompass five core areas: education and career development; character and leadership development; health and life skills; the arts; sports, fitness and recreation. Within those five core areas, we provide a wide and diverse range of activities including academic enrichment, social and recreational activities, literacy activities, life skills development, social services, substance and violence abuse prevention, environmental and global awareness, general health, nutrition and fitness information, leadership exercises, mentoring programs, self-esteem and character building activities and much more. The Club offers activities during after school hours, evenings and weekends when youngsters are most in need of positive pursuits and guidance.

The Boys and Girls Club of Clifton continues to strive for excellence. Our dedicated staff and volunteers work together to enhance, change and sometimes save young lives every day. We appreciate your support. Your contributions enable us to continue to welcome, encourage, guide and inspire young people everyday as we open doors to brighter futures for more of our children.

# 2012 At A Glance

## Membership

5,345	Registered Members
5,435	Additional Youth Served
54%	Males
46%	Females
344	Adult Members Served
252	Early Childhood Department Programs (ages 2 ½ - 5)
1,360	After School and Summer Camp Programs (ages 6-14)
732	Teen Leadership and Character development Programs (ages 13-18)
10,273	Aquatic Programs (all ages)
2,768	Youth Swim Lessons (all ages)
945	Youth Sports Programs (all ages)
8	School Site Extensions (Clifton Schools # 1, 8, 9, 11, 12, 14, 15, 17)
1,130	Average Daily Club Attendance



## 10,780 Total Youth Served By

22	Trained Full-Time Youth Development Professionals
123	Trained Part-Time Youth Professionals
342	Adult and Youth Volunteers



# Our Board of Trustees

## ***OFFICERS***

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Keith Oakley	President
Brent Rudnick	First Vice President
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Robert Foster, Executive Director  
M. Joseph Holmes Jr., Director of Operations/Human Resources  
Doris McFarlane, Executive Secretary  
Teresa Conroy, Controller

# A Message From The President of Our Board



## **Dear Friends and Benefactors:**

Once again we welcome you to the Boys & Girls Club of Clifton with our Annual Report and a chance to familiarize yourself with our organization and Club improvements accomplished this past year.

**Great Futures Start Here...** Inherent in this inspiring message is our belief that every child, no matter how challenging their life circumstances, deserves the chance to be great. Our young people start out on a path toward their own great futures when they become members of the Club.

The Boys & Girls Club of Clifton provides a strategic focus on helping youth achieve academic success, good character and citizenship, and healthy lifestyles. We have provided programs and services for local children for more than 65 years. Currently, 5,345 children ages 3 through 17 are served each year, approximately 1,025 on a daily basis. We offer high quality, affordable, programs within the club facility and off site at 8 Clifton schools. These state licensed programs include daily activities which encompass an extensive variety of academic enrichment, including tutoring, social and recreational activities, including life skills development; substance and violence abuse prevention; health and fitness; literacy activities; leadership exercises and character building activities. Our swim teams, indoor soccer and basketball teams continue to experience athletic success. Our Keystone Teen Leadership Club provides our teens with opportunities to develop values and leadership qualities that they will carry into their adult lives.

During the past two years, in addition to maintaining and upgrading our facility, we have a new playground, a Kids' Café and new technology, including Smartboards and Apple iPads 2. In addition, we are doing a better job of tracking the average daily attendance (ADA). Club membership is higher than ever.

This year was the first year that we utilized the BGCA National Youth Outcomes Initiative (NYOI). Through a survey we conducted with Club children we collected data indicating that the Club experience is good... young people are achieving more positive outcomes in three priority areas: Academic Success, Good Character, & Citizenship and Healthy Lifestyles. This research is invaluable for substantiating our impact to parents and our community, as well as donors and partners.

We rely on you, our loyal supporters and benefactors, volunteers and dedicated staff, to help us to continue our mission. As always, we thank our community partners and social service agencies for their outgoing support.

Every day is truly an adventure in the life of a child. As our tagline suggests, "Great Futures Start here"... through our program services and your continued generosity.

Sincerely,

Keith Oakley  
President, Board of Trustees

# A Message from our Executive Director



Since 1947, the Boys & Girls Club of Clifton has delivered life-enhancing programs and services to our members. Our movement is committed to deepening our impact on the young people who need us most. We are providing children and teens with a continuity of services from pre-school to high school, particularly programs and services designed to help them to achieve our priority outcomes of **Academic Success, Good Character & Citizenship, and Healthy Lifestyles**.

Today, with our 5,345 registered members, we have achieved a size and scale to make a difference in our community – to be as deep in our impact as we are broad in our reach. In our diverse community, where more than 67 different languages are spoken at home, we can reach out to a generation at risk and guide them toward a positive future.

We have come to realize the critical role outcome measurements will play in keeping us competitive for donor dollars; we have joined BCGA's National Youth Outcomes Initiative and are tracking Club ADA everyday (daily attendance). In addition, we are surveying our kids to measure our impact and the overall Club experience. Our findings are validating what the anecdotal evidence has shown us, that our youth are showing positive outcomes in our priority areas of academic success, good character and citizenship, and healthy lifestyles.

**Studies have shown that young people with higher levels of participation in our program demonstrate greater positive outcomes.** Simply stated, increasing members' frequency of attendance is essential to having a deeper impact on them.

With our early childhood, school age child care, teen leadership, aquatics, and sports programs, the Club averages over 1,130 members utilizing the Club each and every day. Out of our registered members 25% frequent the Club at least 3 or more times a week (105 or more days). The Club is open 305 days (266 during the school year and 39 days during the summer) and is operating programs for 14 hours per day Monday through Friday.

It is the overall experience of our program that connects young people to the Club. Bonds with trained, caring staff assure that members participate frequently and stay engaged through high school. To have a lifelong positive impact on our members, we encourage them to maintain an optimum level of attendance and to remain engaged as they grow up to become productive citizens.

We are able to meet the crucial needs of our young people for these quality and affordable programs and services due to the generosity of our donors and supporters, some of which are pictured on our back page. We thank you for your ongoing support!

**GREAT FUTURES START HERE**  
**FORMULA FOR**  
**IMPACT**

# State Licensed Child Care Programs

## ***Kinderkare***

Kinderkare is an afterschool program for children currently enrolled in the districts full day Kindergarten classes. The Club provides transportation to and from the Club, a daily snack, and a variety of activities; art, reading readiness, computer familiarization, Smartboard interaction, and educational and recreational games are among the programs offered to our students. Summer programming includes field trips, gym, and outdoor play.

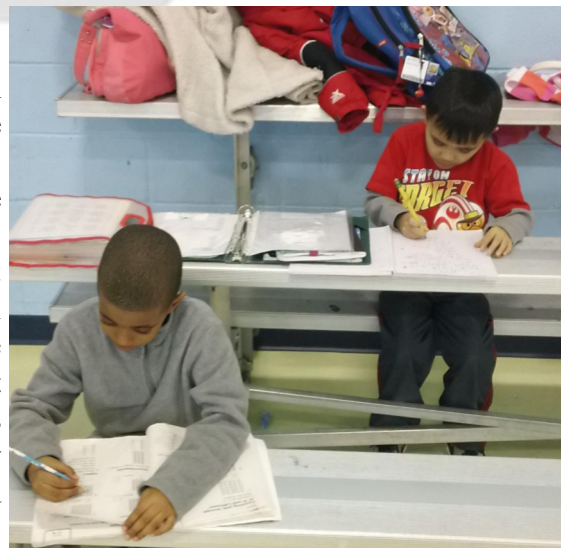


## ***Gingerbread House***

Our daycare center offers daily care for children ages 2 1/2-5. Our trained staff of Club professionals and volunteers provide a safe learning environment. Our center provides a quality, educational program. Activities include art, science, math, dramatic play, computer familiarization, smart board interaction, swimming, cooking, gym and outdoor fun. Weekly field trips are provided during our summer program.

## ***After School Day Care***

The Boys & Girls Club aftercare program provides a safe haven where children can be children. From the time they arrive after school, members are engaged in homework help, safe and supervised activities, arts & crafts, educational games, social development programs, special events, and recreational swims. When our members enter the doors of the Club or at one of our eight of our Schools Out Site after care program housed in public schools #1, #8, #9, #11, #12, #14, #15 or #17, a new world of imagination, fun, moral character and new challenges of growth opens up as well.



# Club Programs and Activities



## ***Camp Clifton***

Our summer camp program is a full day camp for members ages 6 (1st grade) - 14 years old. Campers may participate in camp on a weekly basis for the duration of camp. Summer camp has an enrollment of 350 members in addition to our Gingerbread House or Early Childhood KinderKamp full day programs for children ages 2 1/2 - 5. Camp Clifton campers are placed into groups according to their age and are assigned a designated group leader and aides. A variety of

activities, field trips and programs are scheduled and planned on a daily basis.

## ***Teen Program***

Our program partnered with dedicated staff contribute to pre-teens and teenagers from eleven to seventeen in providing an environment where they can flourish abundantly as role models and individuals, with ideologies and basic learning principles that equip them with the keys to strengthen their own moral character, self confidence and community activism.



Offering programs such as Bully-Prevention and Awareness, Martial Arts, Community Volunteering and Big Brother Big Sister, the teens are faced with a variety of goals to set, accomplish and henceforth be proud of their own achievements. Aside from opportunities in entering many and various scholarships contests, the teens have their own designated evening twice a week, Wednesdays and Fridays from 6:00pm - 8:30pm.



## ***Team Sports***

Last year more than 900 children participated in the Club's well-organized and action-packed schedule of team sporting activities. Leagues include: indoor soccer, swimming, basketball, indoor lacrosse, bowling, volleyball, martial arts, and karate. The Club's professional staff from the community, fosters a well-rounded program of developing good sportsmanship, improving on basics and fundamentals required for the various sporting activities, team play, and just plain having fun.

# The Nicholas Martini Foundation Aquatics Center



## *Swim Program*

The Club's aquatic program provides more than swimmers annually with a wide variety of recreational as well as educational programs. Classes range from Mom-N-Tot classes to advanced lifeguard training courses. Our highly-trained and dedicated staff work to create a safe and fun atmosphere for our pool patrons. Our youth swim lessons, serving 2,768 children, is a series of levels designed to teach children skills ranging from water exploration, through skill and stroke proficiency. Adult swim programs provide 217 members with swim lessons, lap swims, water exercise classes and exercise classes for people with arthritis. Our newest addition to our pool program is our Aqua Zumba, which provides a high-intensity, low-impact workout. In addition to serving the community, the Club also has a very successful and accomplished swim team called the Seahawks. Over 108 Seahawks, ages five through seventeen, take part in organized swim meets and trips throughout the season. The team competes annually at the National Boys & Girls Club swim competition held in Tampa, Florida, where they always manage to be somewhere around the winners circle.



# Educational & National Programs



## *Educational Programs*

Learning takes place everywhere with many people acting as educators. Education goes beyond school. Children crave knowledge and that craving goes beyond the classroom. That's where the Boys & Girls Club comes in. Beyond playing sports and hanging out in a safe environment at the Club, members participate in professionally developed and implemented educational programs. Throughout the year, including the summer, Club professionals make education fun and turn everyday Club activities into high yield learning exercises. Hands-on activities, reading clubs, trips

where young people get to learn something about their world, making healthy lifestyle choices, and engaging in club/community involvement, are hallmarks of the Club's high quality educational program.

In addition to safety, a top priority for the Club is to help every young person succeed in the future. Professionals act as role models emphasizing character, fair play, honesty and responsibility. The Club provides diverse activities to try and meet the interests of all youth. Core program areas engage young people in activities with adults, peers and family members that enable them to develop self-esteem and to reach their full potential. Based on physical, emotional, cultural and social needs and interests of boys and girls, the Club offers program activities in the following five areas:

## *Character and Leadership Development*

Programs in this area empower youth to support and influence their Club and community, sustain meaningful relationships with others, develop a positive self-image, participate in the democratic process and respect their own and others' cultural identities. Programs in this area include: **Keystone Club**, a chartered small group leadership and service club for young men and women ages 14-17, the **Torch Club**, a chartered small group leadership and service club for boys and girls ages 11-13, and **Big Brothers and Big Sisters**, a program where trained

high school mentors work with other members deemed at risk for academic failure, social difficulty or in need of a supportive mentoring relationship. Our **Youth of the Year** and **Junior Boy/Girl** program recognizes outstanding youth who embody all the finest leadership and character qualities of a true Boys and Girls Club member. It is an opportunity for those individuals to truly shine as representatives of our organization and as examples of the positive effect of Boys and Girls Club programs and how we influence and change young lives for the better.



# Educational & National Programs

## ***Education and Career Development***

The Club offers programs that enable youth to become proficient in basic educational skills and embrace technology so they can achieve success in a career. **Project Learn** is a program that enhances and reinforces the skills young people learn at school during the hours they spend at the club. **Power Hour** is a program designed to help members ages 6 through 18 be more successful in school by providing **homework help** and **tutoring** and encouraging members to become self-directed learners. **Goals for Graduation** introduces academic goal setting to members ages 6-15 by linking their future aspirations with concrete actions today. **Career Exploration Day**, a key component of our youth development strategy, offers juniors from Clifton High School the opportunity to visit businesses in the Clifton area, and shadow career professionals in their work environments. Our **Technology Center** programs help members understand and explore how computers work, the opportunities they provide, and the utilization of technology to support and enhance intellectual development. The internet is used safely as a learning tool for research, accessing information and for communication. Special initiatives, such as **Immersion Presents**, are specifically designed to help middle school children succeed in the **STEM** (Science; Technology; Engineering; Math) Curriculum.



## ***Health and Life Skills***

These programs help our youth to develop the capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults. One program in this area is **Smart Moves**; a nationally acclaimed comprehensive prevention program designed to help young people ages 6-15, resist alcohol, tobacco and other drug use. The **Smart Leaders** program utilizes teen Stay Smart graduates to educate members about resisting peer pressure in harmful activities and make smart choices. The **Healthy Habits** program is designed to incorporate healthy living and active learning in every part of the Club experience. From the gym to the learning center to the arts & crafts room, the central themes of good nutrition, regular physical activity, and overall well

-being, are emphasized. Members participate in the **Positive Sprouts** program which emphasizes the importance of eating nutritious foods and living healthy lifestyles by building and maintaining a garden.

## ***Sports, Fitness and Recreation***

The Sports, Fitness and Recreation Core Program area develops fitness, positive use of leisure time, skills for stress management, appreciation for the environment and social skills. One program in the area is **Triple Play**: a Game Plan for the Mind, Body and Soul. This program improves members' knowledge of healthy habits, good nutrition and physical fitness; increase the number of hours a day they participate in physical activities; and strengthen their ability to interact positively with others and engage in healthy relationships. Team sports include basketball, soccer, volleyball, athletic leagues and tournaments. Recreational activities include game room and

# Educational & National Programs



## ***The Arts***

Programs of this kind enable youth to develop their creativity and cultural awareness, through knowledge and appreciation of the visual arts, performing arts and creative writing. The Club provides arts and crafts programs as a part of our after-school activities as well as drawing, sketching, and painting in ten-week cycles.

Summertime is a time for fun and socializing. In this context the Club also believes that summer vacation is an ideal time for young people to take advantage of engaging in informal learning opportunities. Through the Club's award winning summer education program, young people are urged to explore hobbies, to develop new talents and to practice the skills they need for success in school. These activities engage children and reinforce important skills such as speaking, reading, writing, computer problem solving and one of the most important social skills, learning to listen.



## ***Other Programs & Opportunities***



Special classes in dance, fine arts, CPR and first aid, water safety and lifeguard training are held throughout the year. Our new Media Center was provided through the fundraising efforts of our Ladies Auxiliary. While our primary emphasis is on the youth of our community, we also provide a meeting place for community and civic groups. At present, senior citizen groups, several service organizations and various high school booster clubs utilize Club facilities. Facilities are also used for birthday parties, school functions and youth organizational events.

## ***Be Great Graduate Program***

The Be Great Graduate mentoring program, serves 50 middle school youth who are struggling socially, academically, or in current relationships involving peer pressure and growing up in a fast-paced world. The team consists of four mentors who are assigned to a case based on the needs of the youth, two education specialists (teachers from the Clifton school system) who help with subject difficulties, prepare the youth for tests, and assist them in reaching their academic goals. The mentors are also there to make sure each youth feels that he or she has a place to turn for whatever they need to succeed.



# A Positive Club Experience, Better Outcomes for Youth

The National Youth Outcomes Initiative, part of the Boys & Girls Club Movement's efforts to measure the Formula for Impact and demonstrate our collective impact on youth, is designed to provide Clubs with powerful information about member participation, the effectiveness of the Club Experience, and members' progress toward our three priority outcomes of Academic Success, Good Character & Citizenship, and Healthy Lifestyles.

National Youth  
Outcomes Initiative



FORMULA FOR  
IMPACT

BOYS & GIRLS CLUBS  
OF AMERICA



Graduate from high school ready for college, trade school, military or employment

- 96% on Grade level for age
- 97% expect to complete high school
- 89% expect to complete college



Be an engaged citizen involved in the community, register to vote and model strong character

- 25 % participate in Club-Based Services 1/x or more
- 98% never have been arrested within the past 12 months
- 77% have never been involved in a physical altercation



Adopt a healthy diet, practice healthy lifestyle choices and make a lifelong commitment to fitness

- 57% engage in recommended amount of physical activity
- 67% get 5 servings or more of daily fruits & vegetables

## *ADA—Average Daily Attendance*

Through our members tracking system (KidTraxs), we capture our daily organization attendance numbers.

2011-2012 School Year - 1130 per day

2012 Summer - 775 per day

## *Frequency of Attendance*

Percentage of members whose annual visits are 105 days or more

Ages 5 & under:	36 %
Ages 6 - 10:	39%
Ages 11 - 12:	30%
Ages 13 - 15:	18%
Ages 16 & older:	10%

## *Registered Member Tenure*

Less than one year	9%
1 - 2 Years	31%
More than 2 Years	60%

# Youth of the Year 2012



## Kelly Hanrahan

A 2012 graduate of Clifton High School, Kelly has been an outstanding representative of her school both academically and in extracurricular activities.

Kelly excelled in her academic career, making school a top priority. Due to her great achievements academically, Kelly ranked 130 out of over 700 students in her graduating class. Her grades have helped her to be inducted into the National Honor Society all four years of high school. Not only is Kelly's academics a priority in her life, but she maintains a very diverse set of extracurricular activities as well.

While attending Clifton High School, Kelly participated in the school's softball team until her sophomore year, and started working part-time at her first job. Kelly volunteered her time many ways at her school by participating in the Mustang Teen Institute, a peer advocate program, and by interning at the school's Cast program.

She became an active member of the Club's Keystone Club, where she was only a member for one year before she was elected President of the Keystone Club, in which she held the position for two straight years. During the 2012 Keystone Club National Conference, held in Fort Worth, Texas, she was a part of the Steering Committee. Kelly was also given the opportunity to present a speech at the Opening Ceremony.

For the past two years, Kelly has been a part-time employee of the Club, where she handles the front desk work. She recently became head of the Photography club, and is still heavily involved in volunteering her time to the Club and her community. With acts such as hosting blood drives, and taking part in Relay for Life.

Kelly is now in her Freshman year of college at William Paterson University, where she will continue down the path of her dreams of becoming a marketing executive.



# 2012 Income and Expenses

Dues and fees account for 55.53% of our operating budget. Membership fees are assessed per child, with discounts offered to families with more than one child enrolled. Fees for child care, after school, and aquatics programs are modest and many children receive full and partial scholarships. The club receives no funding from city tax dollars. The remaining 47.47% of our \$3.836 million annual budget is obtained through fundraising. Individual donations and grants by the United Way of Passaic County, CASA, community development funding, Boys and Girls Club of America our Annual Campaign, Alumni Gala, Casino Night and Golf Tournament.

## Boys and Girls Club of Clifton Financial Report

For the Year Ended September 30, 2012

Full financial statements can be obtained by contacting the Club at 973-773-0966

### Revenues

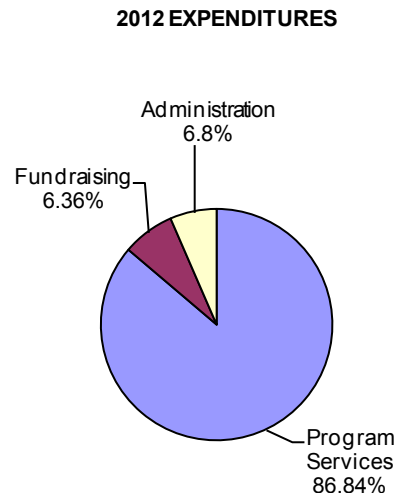
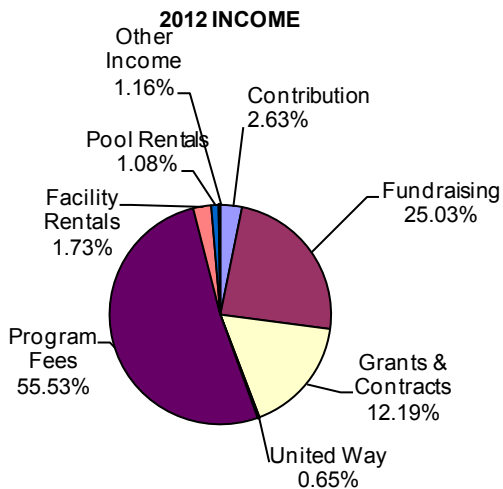
Contributions	100,835
Fundraising	960,115
Grants and Contracts	467,731
United Way	24,836
Program Fees	2,130,301
Facility Rentals	66,500
Pool Rentals	41,510
Other Income	44,593

**Total Revenues 3,836,421**

### Expenditures

Program Services	3,251,738
Fundraising	237,951
Administration	254,740

**Total Expenditures 3,744,429**



# Club Supporters

**The Boys & Girls Club of Clifton would like to thank everyone who has donated their time and money to help support our programs and children. It is because of you that we are able to provide services for the community.**



**GREAT FUTURES START HERE.**



**BOYS & GIRLS CLUB  
OF CLIFTON**

822 Clifton Ave.  
Clifton, NJ 07013  
973-773-0966

*The **Positive** Place For Kids*

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