

# A Vision for Their Future Capital Campaign



BOYS & GIRLS CLUB  
OF LOWER  
MERRIMACK VALLEY



**The Dream** To financially secure the Boys & Girls Club of the Lower Merrimack Valley (BGCLMV) as a vital public good, serving the needs of future citizens throughout the region while ensuring the Club will always remain strong.

The Boys & Girls Club of the Lower Merrimack Valley has now become the region's out-of-school-time resource for children, their parents and grandparents. The dream that began 18 years ago as a volunteer, bootstrap effort is now a nationally-awarded organization. Membership has grown from 75 our first year, 2001, to serving over 550 youngsters today.

Since the founding of our Club, the Greater Newburyport region has become one of the most affluent in New England. High living costs burden basic wage-earning parents who are, in turn, mainstays of the hospitality and service-sectors that represent fully one third of the area's economy.

The Boys & Girls Club of the Lower Merrimack Valley has become key in the lives of thousands of these families, and our Club is common ground for children and teens from every economic circumstance. Annual membership for all is \$40.

## The Challenge

The remarkable success of our Club is due to the spirited commitment of talented staff, who have created a host of **national award-winning programs**. Our founders, supporters and Board strive to address an increasing demand for a high-quality after-school environment for children and teens that is affordable for all.

First, there is urgent need to complete the conversion of our Eisenhower-era school building, which serves as the Club's home base, into a fully secure and updated facility. A new lobby/waiting area, with a state-of-art access security system are priorities.

Other structural improvements throughout the building are needed to meet a membership that has grown every year and is forecast to increase by 30% during the next three to five years.

Accordingly, we must continue to develop and staff relevant programming that stimulates our members and prepares them for future citizenry, while connecting them with cultural and social resources which abound in our region.

The Club now transports members to and from various locations in our neighboring towns. Transportation continues to drive membership growth, while increasing demand for our programs and simultaneously taxing the facility.

We further plan to increase member and summer camp scholarships, as well as foster the growth of an endowment, which will offer the Club financial security beyond its current dependence on annual donations.

We are on pace to reach our goal of 200-member visits per day, but membership fees alone will not sustain our offerings. The Club must continue to raise an added \$750,000 annually to fulfill its longstanding policy that no family will be turned away because of an inability to pay for membership or camp costs.

The time has come to secure and sustain the Boys & Girls Club of the Lower Merrimack Valley for the long-term future. In launching a campaign, the first ever by this Club, we put in place a proactive vision for a thriving organization that plays a very important role for the hundreds of families who live in our region. **In fact, it secures a safe home, away from home, for all our members.**



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With your support, our **A Vision for Their Future Campaign** will ensure the Club remains strong and relevant, serving the families for generations to come.

## Facility needs: \$400,000

Our Club is fortunate to be housed in Salisbury's Memorial School, which affords ample space and a central location for our operations. We enjoy a thriving, long-term relationship with the Town and, thanks to volunteer and pro bono support, our facility is highly functional and well maintained. Yet, we have reached the limit of what self help can bring to a 1950s era building that has served 5,000 members since the Club was founded. We need:

- To protect our members and staff with state-of-art security technology throughout the building, to include a visitor security management system.
- To improve our gymnasium/auditorium, upgrading sound quality and acoustics, replacing the floor and back boards, painting walls, the ceiling and replacing worn athletic equipment.
- To completely renovate all restrooms.
- To provide a secure, welcoming and comfortable lobby/ waiting area
- To replace aging furniture throughout the facility
- To replace the Club's antiquated phone system

## Scholarships needs: \$200,000

No single aspect of the Club is closer to its mission and spirit than its commitment to provide scholarships to children who could not otherwise become members.

The annual cost of membership to the Boys & Girls Club is a mere \$40. Our summer camp, though more expensive at \$130/week, is less than half the cost of similar programs. Yet, for many families in our region even these modest amounts are a challenge.

Our Club's policy is simple: no child is denied membership or a summer camp experience because of financial hardship.

This past year the Club awarded some form of assistance to 400 members, totaling \$182,210. We project this to increase by 20% each year, as we expand our transportation program over the next three years.

Our current campaign is in response to the fact that the Club has reached a size at which scholarships can no longer be funded solely from operational revenues.

## Program needs: \$200,000

Programs are the heart and soul of our club members' experiences, opening their eyes to a wide array of activities. Our programs have continued to win numerous regional and national awards, year after year, from the Boys & Girls Club of America.

Music, sports, culinary arts, photography, sewing and theatrical productions are just a few of the activities that captivate the interest and attention of members, drawing them to test undiscovered talents and life skills.

Our commitment to sustain this high-quality environment, as we grow to more than 200 members per day, will require more programs and the hiring of 5-6 additional staff, who are both creative and energetic.

## Endowment needs: \$200,000

Since its beginnings the Club has relied and existed upon year-to-year fundraising. Annual donations are of vital importance to our operations and we will continue to solicit them. Yet, as the Club grows, we are nearing the limit of sustaining our organization on annual donations alone.

We are therefore seeking to create a general endowment fund, as a permanent source of revenue that, through distribution of earnings, will be a source of long-term security and financial viability to the Club. We hope to sustain the Club, over time, through additions to this endowment thereby lessening the need for ongoing campaigns.



## Being bold because we need to be

**We now announce a three-year Boys & Girls Club of the Lower Merrimack Valley Capital Campaign, entitled, *A Vision for Their Future*, with a goal of \$1,000,000 to be raised over and above our normal annual donations of \$750,000.**

We invite you to support and sustain the vital work of the Boys & Girls Club of the Lower Merrimack Valley today by now making a gift or pledge.