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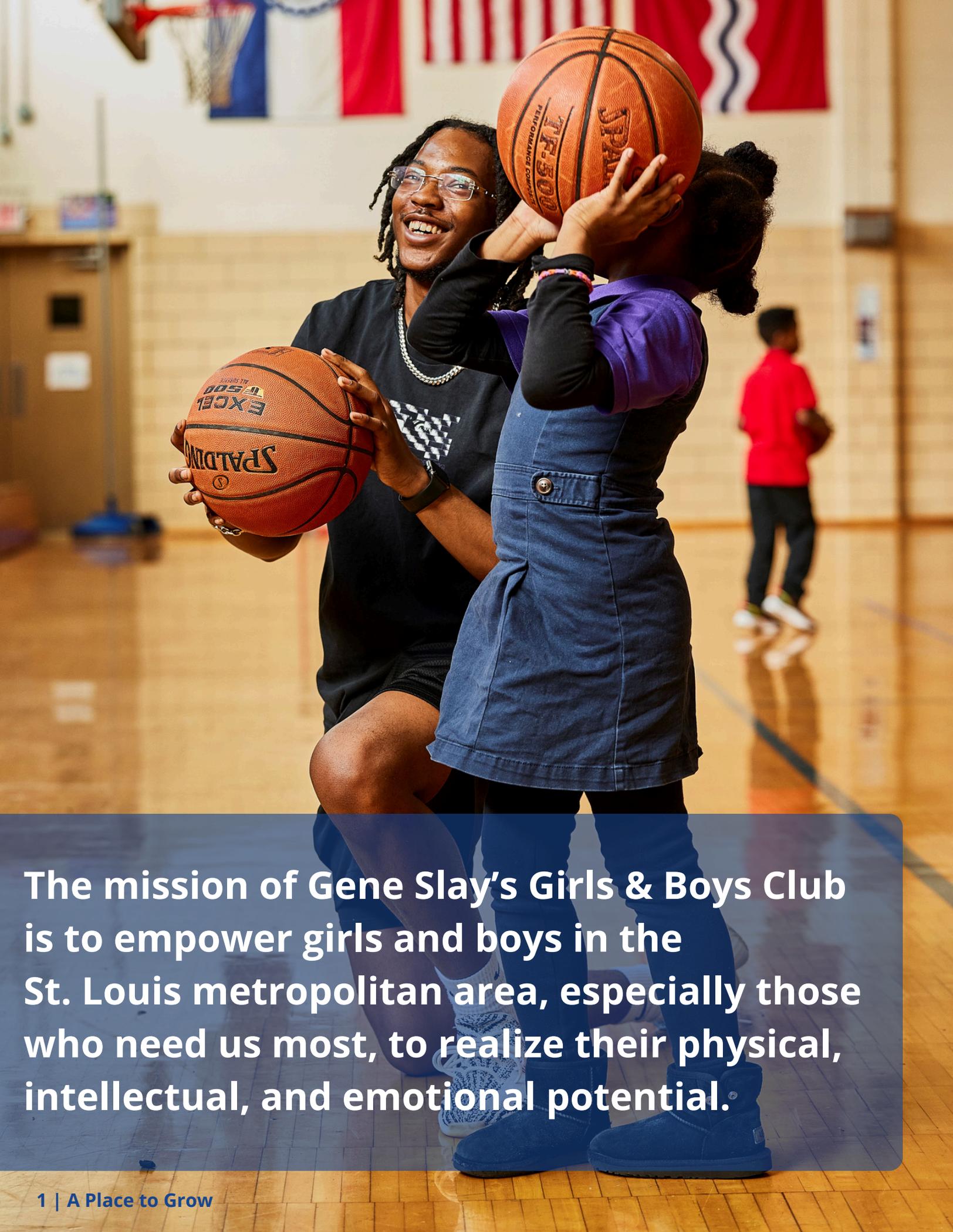
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A PLACE TO GROW

A campaign for the next 100 years





The mission of Gene Slay's Girls & Boys Club is to empower girls and boys in the St. Louis metropolitan area, especially those who need us most, to realize their physical, intellectual, and emotional potential.

OUR VISION

To serve St. Louis youth for the next 100 years

LETTER FROM THE EXECUTIVE DIRECTOR

Gene Slay's Girls & Boys Club has had the honor of serving children and youth from our home in the Soulard neighborhood of St. Louis for over 95 years. We have worked tirelessly during this time to address the ever-changing needs of families in South St. Louis. After our beginning in 1929 at St. Vincent DePaul School, we served youth at various locations until we found our current home at 11th and Sidney Streets. Dedicated community leaders at that time raised the funds needed to build our current facility on six acres that opened in 1959. They came back together in 1969 to build our indoor pool. We have served tens of thousands of young people and fulfilled our mission.

Our aging building in Soulard needs a significant capital investment. Our Board has made the strategic decision to invest in a brand new facility in the heart of where kids live.



Very few of the 700+ children and youth we serve annually live in the Soulard neighborhood these days. The greatest population density in our city and the families and children we serve are now concentrated in the Southeast quadrant of our City—mostly in and around the neighborhoods of Dutchtown and Gravois Park.

After much consideration, we have decided to purchase land at the corner of Grand and Delor and co-locate on the beautiful campus of St. Mary's South Side Catholic High School. We will build our new Club on ~3.5 acres on the St. Mary's Campus, and we will remain a premier, independent youth development agency. We look forward to collaborating with St. Mary's and assisting the next generation of young people as we have for nearly a century.

Your investment in this project will help us remain a beacon of support for families and generate community prosperity, just as we did in Soulard in 1959. Through your support, we will raise the capital funds needed to build this new facility, which will allow us to sell the Soulard campus and place 100% of the proceeds into our endowment and a building maintenance fund. This will ensure, for the next 100 years, Gene Slay's Girls & Boys Club will be equipped to address the needs of the community we serve on a stable financial foundation. Thank you for your thoughtful consideration of making a gift to this campaign.

Robert Puricelli
Executive Director

ABOUT GSGBC

The organization was founded 1929 as the Boys Club of St. Louis by Father Charles Maxwell under the direction of Cardinal Glennon and the Archdiocese of St. Louis. Soulard was chosen as the location for the first boys club in Missouri, because it had the highest density of working families and children. The Club was formed to meet an urgent need for a safe and supportive place for kids at the height of the Great Depression.

GSGBC evolved from its roots as a safe haven into an athletic powerhouse in the 60s and 70s. GSGBC was renamed after alumnus Gene Slay in 2006 and permanently opened to girls in 2013.

The needs of the areas served by our Club, primarily South St. Louis neighborhoods of Dutchtown, Gravois Park, Marine Villa and Mount Pleasant, continue to drastically change. Neighborhoods that even 20 or 30 years ago were considered stable are now challenged by declining quality of life issues and high crime rates.

In 2020, in response to the overwhelming demographic shifts in St. Louis, GSGBC expanded into a temporary Dutchtown location, a leased facility on Pulaski Street. This allowed GSGBC to extend its reach into our service area and meet more families in a way that worked for them.

GSGBC 1960s



In 2023, GSGBC started a site-based program, providing afterschool care for students attending St. Frances Cabrini Academy and St. Cecilia School and Academy at their campuses. While GSGBC continues to work towards adding more site-based locations in the future, there remains a critical need for a central location, a Hub, for all members to attend.

Our work supports St. Louis youth, families, and communities. As we did in Soulard, our presence stabilizes neighborhoods for economic development and growth. We never turn a family away for inability to pay. Our members receive high quality services at a fraction of the cost. By supporting youth, we not only support the future of our children, but our entire community. We equip our alumni to drive our region forward.

GSGBC 1990s



GSGBC today



The ability to read unlocks academic success and life-long learning.



SOUTH ST. LOUIS NEEDS GSGBC

The neighborhoods of **Dutchtown**, **Marine Villa**, **Mt. Pleasant**, **Bevo**, and **Gravois Park**, our service area, are among the most densely populated in the city. Our service area has a population of 106,008 with 21% being under 18. Data show these neighborhoods growing in population, even as overall St. Louis City population declines.

Living within communities that struggle with crime, poverty, and a lack of healthy resources drastically affects the ability to succeed in school and plays a significant role in expected life outcome. **How can we expect our youth to succeed when they are surrounded by these troubling conditions?**

When youth are left unsupervised for extended periods outside of school, they are more likely to become involved in crime, drugs, and other unproductive behaviors. They become disconnected from the community. This only enhances cycles of generational poverty and trauma. This community needs programs, services, and resources to be available, equitable, and accessible to underserved youth and their families.

Currently there are no youth service organizations operating afterschool and summer programs in South St. Louis like those of GSGBC.



The area we serve is challenged by:

Crime

Dutchtown is the neighborhood with the most residential crime in St. Louis. Violent crime, property theft, and vandalism are a reality many of our Club youth must live with. This shows the need for positive out-of-school environments like ours.

Economic decline

The streets they walk every day are covered in graffiti. Buildings are increasingly boarded up, vacated, and left for trespassing. All are dramatic visual signs of an area in economic decline.

Poverty

Our service area neighborhoods are severely impacted by poverty. 85% of the children in our programs come from households that make under \$50,000 annually. A family's ability to afford high quality education and positive extracurricular activities is limited, if almost non-existent.

Limited food access

Many of our children live below the poverty line. This past year GSGBC served 51,276 meals. Providing healthy snacks and nutritious meals ensures members have the fuel they need to learn and thrive. This fills a critical gap created by lack of access to grocery stores and fresh produce where our kids live.

WE CHANGE LIVES

Problems of violence and crime will not end without teaching kids the skills they need to make safe choices. First and foremost, GSGBC provides our children and teens a safe place to go after school and during the summer. Our members have the opportunity to participate in our wide range of programs specifically between the hours of 3pm and 6pm, when juvenile crime and arrests occur more frequently.

Afterschool and summer programs offered by GSGBC provide structure and support for children academically, emotionally, and socially. GSGBC's Six Core Competencies of **Academic Support Enrichment; Athletics, Aquatics & Recreation; Character Building; College & Career Readiness; Visual & Performing Arts;** and **Healthy Living** keep youth engaged in activities outside of school ensures kids in St. Louis remain on a productive path.

A central space for youth in South St. Louis allows kids to develop emotional intelligence, open communication, and social responsibility. These skills translate to effective dialogue and a path to civic growth. GSGBC gives youth an opportunity to meet other kids in their community, create friendships and work with their peers, ultimately strengthening the community bond within South St. Louis.

Prior to attending GSGBC, many of our participants read below grade level, which has devastating effects on a young student's chance of graduating high school. Lagging behind in reading means kids can't focus or keep up with the class during topics, with very little room in the day to catch up. GSGBC's professional tutors provide a critical intervention to turn around a kid's academic future.

GSGBC is the organization best positioned to expand to meet the needs of South St. Louis Youth.

In 2024:

GSGBC served 722 children

98% of members learned new coping skills and 87% gained knowledge about resolving conflicts and getting along with others.

87% of members who participated in tutoring showed significant increase in reading level.

100% of participants in swimming lessons increased their skills one or more swim levels. 57 children were Terrified of Water (TOW) at the beginning, by the end of summer that number was 0



A NEW FUTURE



The Soulard campus is insufficient to meet the emerging needs in GSGBC's service area. The current site has served us well, but has outlived its usefulness. Repairs and upgrades are cost prohibitive.

Current Limitations

Max capacity: 99

Dated operating systems continually fail, leading to costly annual repairs

Unusable space due to wear on building and outdated features that don't align with contemporary needs

Pool must be replaced in order to stay in use

No kids walk or ride bikes to Soulard and parents need reliable transportation to access services

New Facility Impact

New facility capacity: 250

Modern, efficient systems will be more cost effective, allowing more money to go to programming

Flexible state-of-the-art space can be used for more programming

A new, accessible pool will allow for more swimming lessons per year

Prominent Dutchtown location will allow us to serve more of the kids who need us most

A new campus means a new future for St. Louis youth and families. Placing GSGBC strategically in the Dutchtown area greatly enhances the opportunity to stabilize the neighborhood. The prominent location will increase family awareness of GSGBC and drive enrollment.

A campus with top quality academic and athletic facilities empowers kids and families, opening the door for successful futures for generations.

Our mission is to serve the youth but does not end there. Supporting the families creates more unity and stability in the household and the community.



INTRODUCING OUR NEW CAMPUS



FEATURES

Gene Slay's Girls & Boys Club serves youth from neighborhoods that have been systemically denied access to opportunities available to many other children. Through a state-of-the-art facility, our goal is to improve the lives of St. Louis youth and teach them the skills they need to achieve life long success.

CAMPUS



- A gathering place – a flagship campus provides members with a chance to make new friends. Kids come to GSGBC from more than 30 schools. The GSGBC community connects neighbors.
- Our staff members are our number one resource in creating a supportive environment for kids to thrive. We reinforce each of our Six Core Competencies through daily programming.
- Members receive hands-on academic support, increasing reading, writing, and math skills while working with tutors on-site daily.

- Athletics get kids on campus. Sports allow our staff to connect with kids in a different way from school, all while reinforcing the lessons they learn during the school day.
- Learning through play! There are direct benefits of practice, teamwork, and sportsmanship. After six plus hours in school, children need to blow off some steam before they're ready to learn or explore careers.
- Having a high quality athletic facility encourages our youth to pursue sports, grow in leadership, and work on communal coping skills.

GYM



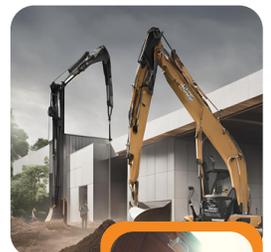
POOL



- Swimming lessons are an essential life-saving program we offer at GSGBC. Many of our youth do not know how to swim due to lack of access to pools and professional instructors.
- Drowning is second cause of unintentional death for children ages 5-16. Our Club members have the ability to prevent serious injury or fatality by applying this skill they learn while at GSGBC.
- Teaching our members how to swim exposes them to a healthy activity, helps develop a new skill, and builds confidence.

EXPANSION

- With a high quality facility in the heart of Dutchtown, we will be better positioned to accomplish our mission to empower those who need us the most.
- Our current license allows us to serve ages 6-16. Youth age out of our program at age 17, but have the opportunity to return as paid junior staff
- Keeping teens engaged in programs like ours is critical to their social and emotional learning. Our brand new Teen Center, constructed with license compliance in mind, will allow older youth to remain engaged with GSGBC programming – including college and career readiness.



ST. MARY'S CAMPUS PARTNERSHIP

A partnership between St. Mary's South Side Catholic High School and GSGBC is the most powerful and important collaboration for youth in St. Louis. Two pillars of the community, joining together to create a safe campus for youth, will benefit each organization and South St. Louis more broadly.

Following the 2022 announcement from the Archdiocese of St. Louis that St. Mary's would be closing, President Mike England assured parents and the Dutchtown community that the school would remain open – as an independent high school with a mission to serve South City.

With the excitement and determination of St. Mary's South Side Catholic High School's commitment to Dutchtown, GSGBC feels confident that placement on their Grand Blvd. campus is a vital move towards helping to stabilize the neighborhood. Our missions align to further emphasize the enthusiasm behind our organizations and drive us towards the future.



This mutually beneficial partnership will provide GSGBC with a safe and spacious campus and St. Mary's with a pipeline of high school-ready teens from GSGBC.

While the two organizations will be close in proximity, we will remain independent and own our building and land on the corner of Grand and Delor. This is an opportune location to sit proudly on a main South St. Louis street, providing outreach to the population that needs us most.

By moving to the Dutchtown neighborhood, GSGBC will serve more youth in our service area as it is more convenient for working parents to access and walkable from the schools many of our children attend. ***It is a commitment to our kids.***



Future GSGBC
Campus Location



OUR CAMPAIGN

At-a-glance

- A transformative capital campaign would be a powerful investment in the City and result in an intentionally designed building and campus located in an area of St. Louis where the needs are the greatest.
- 45,000 square feet will allow GSGBC to serve 250 youth at any given time.
- The goal of the sale of the Soulard Campus, at fair market value, is to add to GSGBC's existing endowment and develop a long-term building maintenance fund.

\$15 Million Campaign Goal

Key Features of our State-of-the-Art Campus

- Central Hub for St. Louis Youth
- Land Acquisition
- Program expansion
- Endowment
- Furniture, Fixtures, & Equipment
- Aquatic Facility
- Classrooms & Tutoring spaces
- Library
- Multi-media lab
- Gymnasium
- Outdoor Recreation Space
- Board & Conference Room
- Teen Center for ages 14-19

Sale of Soulard Campus

Proceeds from the sale of the Soulard Campus will be designated toward endowment. Investment revenue will help to sustain our operations in the future.



NAMING OPPORTUNITIES

Campus	\$5,000,000
Gymnasium	\$2,000,000
Pool	\$1,000,000
Teen Center	\$750,000
Field	\$500,000
Lobby	\$250,000
Kitchen	\$250,000
Tutoring Center	\$100,000
Board Room	\$100,000
Recreation Area	\$100,000
Computer Lab	\$100,000
Library	\$100,000
Locker Area	\$75,000
Executive Director's Office ...	\$50,000
Outdoor Space	\$50,000
Large Classrooms (4)	\$50,000
Small Classrooms (8)	\$25,000
Small Offices (6)	\$25,000



To discuss donor recognition or to reserve your naming opportunity, please contact:

Jeremy Kander, Director of Development
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TREE OF GRATITUDE

Community Canopy - Providing shelter and inspiration	\$500,000+
Branches - Extending vision, reach, and support	\$250,000-\$499,999
Trunk - The core strength of exploration & growth	\$100,000-\$249,999
Roots - Grounding and nurturing our members	\$50,000-\$99,999
Leaves - Providing sustenance for growth	\$10,000-\$49,999
Seeds - The start of something beautiful	\$5,000-\$9,999

Our supportive staff help members find their voice and explore new opportunities.



COLLABORATION

GSGBC is an integral part of an ecosystem that is serving youth and families in our Southeast Quadrant service area, and our partners want us in Dutchtown.



To develop and implement effective prevention tactics, GSGBC collaborates with:

- The Office of the Mayor
- Elected officials
- Neighborhood stakeholders
 - Dutchtown South Community Corporation,
 - Dutchtown Main Streets
 - Dutchtown Opportunity Coalition for Youth (which GSGBC helped establish)

Additionally GSGBC strategizes with:

- ARCHS
- City of St. Louis Mental Health Board
- Employment Connection
- Gravois-Jefferson Youth Education Partnership
- Incarnate Word Foundation
- Goldfarb School of Nursing
- United Way of Greater St. Louis
- Youth Provider Coalition

Bridget Flood, Incarnate Word Foundation:

“The Incarnate Word Foundation is dedicated to catalyzing collaboration and building relationships by supporting organizations that serve the most vulnerable in our community. Collaborations like this between GSGBC and St. Mary’s South Side Catholic High School, along with St. Joseph’s Housing Initiative, **maximize shared resources** and **serve as a positive anchor** for the **Dutchtown community’s long-term stability.**”



"I know that Dutchtown needs Gene Slay's Girls & Boys Club. We see things on the internet and the news, and it feels like the world gets crazier every day. But the Club is our safe place. There's so much for parents to worry about, but I don't worry about my kids being there. It's a place where my children and I can authentically share experiences. Both of my sons enrolled in GSGBC when they turned six, and my four-year old daughter will enroll as soon as they let her."

Kurseaan Muhammad, Club Alumnus & Parent



"Gene Slay's Girls & Boys Club has a very special place in my heart. GSGBC has given me a lot of amazing opportunities and let's me try new things. The emotional support from GSGBC has made me feel like I can achieve my dreams. [GSGBC] will help so many kids like me!"

Olivia Powell, Club Alumna & Jr. Staff Member

"As an Alderman in the City of St. Louis, I have seen the work of Gene Slay's Girls & Boys Club firsthand and the afterschool and summer programs they provide nourish the youth that walk through their doors every day. I have a great level of respect for the Club, its history, and the work it has done supporting and nurturing youth for over 90 years. I feel very fortunate to have an organization such as GSGBC in our community.

GSGBC works with girls and boys who come from families and neighborhoods that are experiencing high crime and generational poverty. Without the kind of proven academic and developmental intervention GSGBC provides, these youth are highly likely to fall through the cracks and continue the cycle of poverty. This project will allow the Club to increase the number of underserved youth from Dutchtown who have the opportunity to gain the skills and attitudes to graduate high school, go on to college, and make our community a better place."

Shane Cohn, St. Louis City Alderman, Ward 3

