



A Place To Go...A Way To Grow.

Report to the Community



2012 was an exciting year for the Gene Slay's Boys' Club of St. Louis (GSBC), in which we were honored to serve 560 youth. Following 2011's Community Needs Assessment, the Club expanded its programs to address the growing deficiencies experienced by at-risk youth in our community. One of the greatest identified needs was for intensive literacy remediation programs. The Club made literacy the focus of both its After-School and Summer Programs.

The Gene Slay's Boys' Club made progress towards achieving its five-year strategic plan in 2012. One goal was to form more strategic partnerships. To that end, GSBC began offering Wyman's Teen Outreach Program (TOP) to its members. Social workers from Guardian Angel Settlement House presented TOP to increase Club members' sense of connection to their community through service projects.

To better accommodate these new programs, the Club completed a \$1.4 million renovation project. This project created a state of the art library, equipped with cutting edge computers and tablets to create a vibrant learning space that prepares members for success in a technologically-dependent world. The improvements created workshop spaces throughout the Club. Each of these workshops was furnished with a smart board. The renovations also created a membership area, front desk, video game room, music room, and staff office. The renovations also provided necessary structural modifications to the Club.

The Gene Slay's Boys' Club would like to thank our long-term supporters, donors, and the United Way of Greater St. Louis for your support this past year and throughout our 84 year history of empowering youth through academics, athletics, and character building. We are committed to evolving with St. Louis to ensure that the Club will always exist to empower youth. As you review this Report to the Community spanning January 1st to December 31st of 2012, please remember that it would not be possible to achieve our mission without the input and support of you and so many wonderful people.

Sincerely,

Tom Wild
Executive Director

Gary Slay
Chairman of the Board



Academic Support & Assistance

In an effort to meet the most critical academic need for children, the Club has made literacy the focus of its Academic Support and Assistance program. Through the diligent efforts of GSBC's two Missouri Certified educators, 2012 saw the implementation of two individualized literacy programs: Blueprint for Reading Success, a one-on-one tutoring program, and My Reading Coach, a computer based program. To improve study skills and school preparation, every youth received homework assistance for 30 minutes to an hour, depending on the member's age, Monday through Thursday.



84%

of youth improved their homework quality and completion.

100%

of participants in Blueprint for Reading Success are now reading at grade level.



Athletics, Recreation, & Aquatics

Our Athletics program continues to build on its foundation of providing healthy and active lifestyle choices while helping develop and build skills and confidence of young athletes. All youth recreation and athletic programs are designed to encourage physical fitness, teamwork, and healthy sportsmanship attitudes. First and foremost, youth learn life skills through athletics.



In 2012, GSBC's certified coaches held clinics for basketball, flag football, and baseball, where members learned the rules of the games and improved their skills. GSBC welcomed a new basketball coach who played college basketball and has coached for numerous schools and camps. GSBC also hosted its first ever soccer tournament, the Victor Cup, and fielded two competitive basketball teams which had a combined record of 17-3.

92%

of youth report the Club helped them to maintain or improve their physical fitness.

86%

of youth report improving their swimming skills.



560

members in 2012.

37

girls participated in a Girls' Pilot Program in 2012.



GSBC Job Readiness Program provides youth with job skills, positive mentoring, and work experience as Junior Staff Members at the Club. In the past five years, 100% of Junior Staff Members have graduated high school. 80% of whom are continuing their education, and the other 20% have secured full time employment.

Healthy Lifestyles

Character & Citizenship

Through its Character & Citizenship program, GSBC members improve their academic achievement and attitude, increase school attendance, decrease risk behaviors such as drinking and smoking, and increase personal responsibility.

76%

of youth say that GSBC helped improve their behavior at home.

75.7%

of youth stayed out of fights.



The Gene Slay's Boys' Club is committed to empowering youth with the knowledge, skills, and tools to make healthier choices for a lifetime. In 2012, GSBC formalized and expanded its Healthy Lifestyles Program. GSBC began providing its members with nutritious breakfasts and lunches in the Summer Program and a healthy snack in the After-School Program.

GSBC implemented the following programs to prepare its members to lead healthy and successful lives:

Choice, Control, and Change • Cooking Matters • Gardening • Botvin Life Skills • The Power of Choice



70%

of youth report GSBC has helped them eat a healthier diet.

94%

of youth report that they did not smoke, drink alcohol, or do drugs during the school year.



21,630
nutritious meals served



Arts

The Club recognizes the importance of the Arts and the impact an Arts education can have on youth's development. The Arts promote social skills such as: team spirit, self-control, motivation, empathy, and tolerance. The Arts are proven to produce gains in math, reading, cognitive ability, critical thinking, and verbal skills. In 2012, the Club launched its music program through a grant from the Boeing Employees Community Fund. Lessons were taught by volunteers from Saint Louis University.

Youth participated in woodworking, arts and crafts, coloring, painting, drawing, ceramics, a pinewood derby, and music lessons.

87%

of youth believe GSBC helped them to improve social skills.

72%

of youth in the summer program developed artistically through art classes offered at the club.





Falling Behind to the Front of the Class

When Terrance came to the Club in January of 2012, he needed substantial guidance in order to complete homework assignments. It was obvious that Terrance had the potential to excel academically, but he lacked the self-confidence and discipline to be successful in his studies. GSBC Learning Specialist Shirley White realized that he was having trouble reading. So, Shirley reached out to Terrance's mother and got her consent to test his reading level and begin intensive tutoring. Terrance was a third grader who was not even reading at a second grade level.

Terrance was progressing well in tutoring until he left the Club for a baseball team. Shirley was disappointed because Terrance was on the cusp of an academic breakthrough. She was afraid that he would not come back, and his progress would be short-lived. However, Terrance returned to the Club a few months later and his tutoring resumed. By mid-July, he was reading at nearly a fifth grade level. Terrance's mother realized the impact that the Club was having on her son, and he has been coming consistently ever since. Terrance has a strong desire to succeed and wants to work for the FBI so he can reduce crime in order to keep St. Louis safe.



The Club could not have achieved the outstanding outcomes of reading on grade level, improving physical fitness, and developing healthy attitudes without the tremendous time and effort put in by our volunteers. They taught music classes, refereed games, built organizational capacity, helped set strategic direction, and ran events smoothly.

Dorothy Young, Ph.D and The Reading Success Center



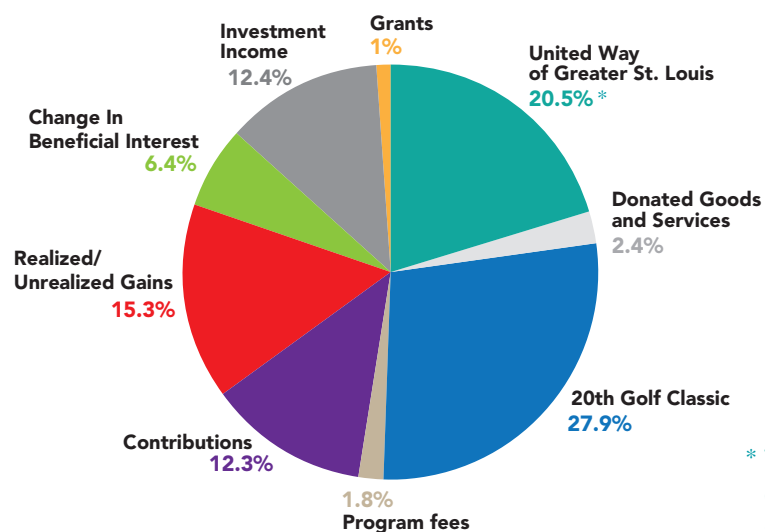
Dorothy Young, Ph.D is a lifelong educator with more than 40 years of experience teaching everyone from elementary school students to college students and adults. Dr. Young founded The Reading Success Center in 2007. The Reading Success Center is a nonprofit organization that provides tutoring services and helps other nonprofits build their own reading improvement programs. Their goals are to provide individualized reading services for struggling readers in multiple locations.

The Reading Success Center donated the My Reading Coach software to GSBC and loaned GSBC computers on which to run the program. Dr. Young has spent countless hours training GSBC Learning Specialists on how best to use My Reading Coach to empower members to achieve literacy. Dr. Young is incredibly passionate about teaching youth to read and giving them the opportunity to succeed in school and fall in love with learning.

Thank you Dr. Young!

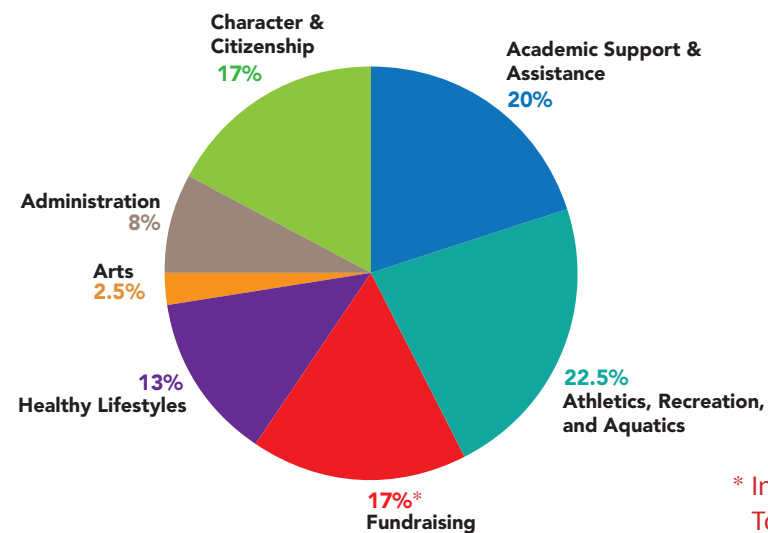
And thank you to all of our volunteers! The outcomes achieved by our members wouldn't be possible without you.

January – December 2012
Revenue and Support - **\$1,439,931**



* The United Way of Greater St. Louis continues to provide generous support, as it has since 1935.

Operating Expenses - **\$1,414,199**



* Includes \$179,793 Golf Tournaments Expense



While the GSBC Facebook page was created in 2011, it had lain dormant for over a year before GSBC began a comprehensive new social media campaign to provide the community with a forum to engage with the Club's mission.



Our kids would like to thank the 250 supporters who came out to Norwood Hills Country Club for a wonderful afternoon of golf and evening of fellowship. Thanks to them, the 20th Annual Golf Classic was an overwhelming success. The Golf Classic grossed \$401,721 to support GSBC's programs. Thank you to all the volunteers and golfers who came out and made the event such a success.

Finding His Place

Robert did not like sports. Robert did not like basketball because he could not make baskets. Robert did not enjoy football because he did not like getting shoved and tackled. Robert hated swinging and missing in baseball. Sports discouraged Robert. After finishing his homework, Robert primarily played video games. When in the gym, Robert was more likely to be found hanging out in a corner, rather than playing pick-up games. Robert made friends at the Club, but he always felt a little disconnected from them because they all like playing sports.

When tryouts for the Victor Cup began, Robert decided to give soccer a try. And he liked it! Robert found that he was able to kick the ball well. From there, Robert’s confidence grew and he embraced a sport for the first time. Robert played in every one of GSBC’s games in the Victor Cup, with his parents, coaches, and fellow Club members cheering him on at every game. Since then, Robert has found more sports that he enjoys. Dodgeball is another new favorite. Robert is now excited to try new sports and make new friends. Soccer built Robert’s confidence and helped him come out of his shell.



Thanks to Our Board



Gene Slay’s Boys’ Club would like to thank our active and diligent Board of Directors. Nothing the Club does would be possible without their guidance, experience, and dedication.

Executive Committee

- Gary E. Slay *Chairman of the Board*
- Andrew P. Blassie *President*
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Honorary Life Directors

- John F. McCartney
- Honorable Paul J. Simon

**2013 Board Appointee*

Developing community partnerships to expand and enhance programs was identified as part of GSBC’s Five-Year Strategic Plan. In 2012, GSBC formed and enhanced partnerships with AmeriCorps VISTA, Guardian Angel Settlement Association, Near Southside Neighborhood Coalition, Operation Food Search, Rite Foundation, Saint Louis City Public Schools, Saint Louis University, South Grand Service Ministry, University of Missouri St. Louis, Webster University, and Wyman Center.

Through these partnerships, and the ones forged in 2011, GSBC has achieved more members, increased funding, created new programs, enhanced existing programs, increased volunteer involvement, and fostered a greater connection to the community around the Club.



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