

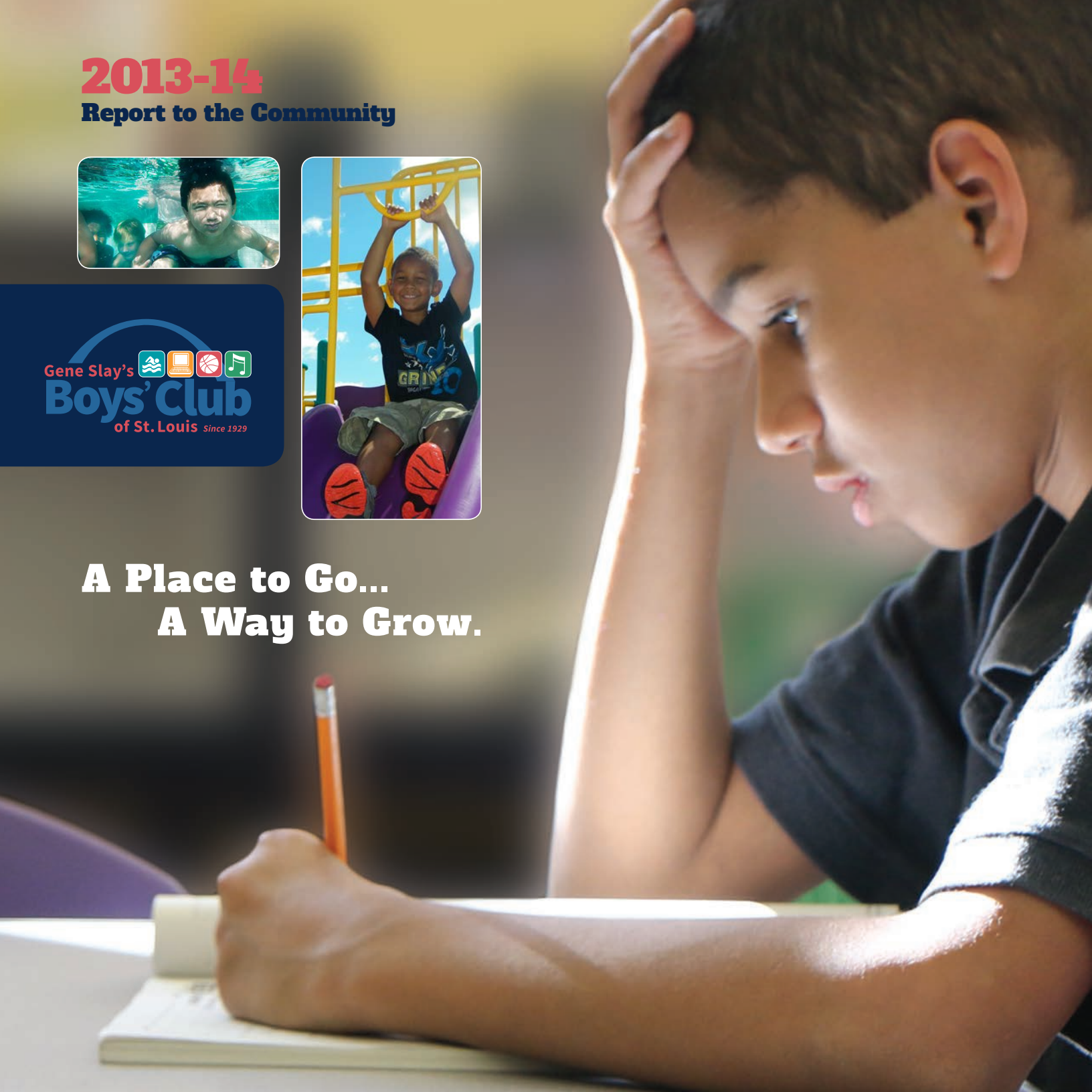
**2013-14**

**Report to the Community**



Gene Slay's  
**Boys' Club**  
of St. Louis Since 1929

**A Place to Go...  
A Way to Grow.**





Thank you to our devoted family of supporters for the incredible generosity you have shown in the last year. With your support, FY2014 was another amazing year for the Gene Slay's Boys' Club of St. Louis (GSBC). With your backing, GSBC continued to address the needs of some of St. Louis' most vulnerable children. Our kids face countless barriers to success, including overcoming cycles of generational poverty, subsisting in unsafe neighborhoods, academic failure, prejudice, and health disparities.

GSBC remains staunchly committed to its vision of empowering youth for successful futures through literacy, academic achievement, and holistic youth development. Our leadership tackles these barriers by advocating with policy makers for community-wide improvements impacting youth. GSBC has worked to share and increase that knowledge by working with community leaders, including a push for expanded youth development services in the City of St. Louis' Consolidated Plan and increased outreach and recruitment efforts in high crime areas of 63118. With your help, GSBC continued to achieve great things this past year:

- 598 youth served – including 35 girls
- 38 teens gained employment experience through GSBC
- 15,622 nutritious meals were served
- Academic Support & Assistance sessions: 858
- Athletics, Recreation, & Aquatics sessions: 1,449
- Character & Citizenship sessions: 188
- Healthy Lifestyles sessions: 152
- Art sessions: 111

GSBC also made huge strides towards building organizational capacity, diversifying funding streams, and increasing programmatic outcomes by entering into contracts with the Missouri Department of Economic Development, City of St. Louis Department of Public Safety, and numerous private foundations. GSBC became a licensed child care center through the Missouri Department of Health and Senior Services. Additionally, GSBC Board and corporate supporters invested \$130,000 to renovate the Art Room.

Thank you for all of your support of GSBC. As you review this report to the community spanning July 1, 2013 to June 30, 2014, please remember that it would not be possible to achieve our mission without the input of our community.

Best,



**80%**  
of youth participating  
in reading programs made  
significant gains towards  
meeting or exceeding grade  
level expectations

**75%**  
of youth improved their  
homework completion and  
study skills

# Academic Support & Assistance

The Gene Slay's Boys' Club offers an academically-rich program that facilitates literacy, skill building, and addresses the summer learning loss. This proven curriculum of one-on-one tutoring, homework assistance, and enrichment is designed to help students meet state standards in one or more of the following core academic subjects: reading/language arts, mathematics, history and social studies, and science.

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. GSBC's two literacy programs, Blueprint for Reading Success and MindPlay Virtual Reading Coach, continue to achieve outstanding outcomes. In 2015, GSBC set a goal to double the participants in Blueprint as a result of one of our generous benefactors.



# 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 FY2014, GSBC's certified coaches held clinics for basketball, soccer, flag football, and baseball where members learned the rules of the games and improved their skills. GSBC fielded three competitive basketball teams which had a combined record of 21-11.



**86%**

of youth report that swim lessons at GSBC improved their ability to swim

**91%**

of youth improved their physical fitness at GSBC



**95%**

of youth did not drink, do drugs, or smoke cigarettes

## 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 through evidence-based programs like the Wyman Teen Outreach Program offered in collaboration with Guardian Angel Settlement Association. At the heart of this life-style education component are the six pillars of character: Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship.

GSBC's Teen Job Readiness provides youth the skills needed to break the cycle of poverty. GSBC expanded its Teen Job Readiness Program through a pilot program for referrals from the Family Courts and STL Youth Jobs. A grant to enhance this program was received from the Daughters of Charity Foundation of St. Louis.



**71%**

of youth avoided physical confrontations

## Healthy Lifestyles

The Gene Slay's Boys' Club is committed to empowering youth with the knowledge, skills, and tools to make healthier choices for a lifetime. GSBC's members participated in Choice, Control, and Change; Cooking Matters; Gardening; Botvin Life Skills; and the Power of Choice.







## Arts

The Club's academic programs are supplemented by the Arts Program with enrichment activities that are relevant and engaging to children. GSBC develops the whole child and helps at-risk youth grow into well rounded individuals. 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.

GSBC recognizes the importance of the Arts and the impact an Arts education can have on youth's development. GSBC's Board and corporate supporters have invested in a \$130,000 renovation of the Arts Studio, which was completed in March, 2014. With the support of the Regional Arts Commission, GSBC hired professional artists, Nelson Perez and Carrie Keasler, to provide structured art classes.

**86%**  
of youth demonstrated improved  
creativity through art at GSBC

## Donovan's Story



The adult signing Donovan up for the Club was not his mother, or his father, or his uncle. No, it was not a family member. The adult who brought Donovan to GSBC was his Court appointed Deputy Juvenile Officer. Donovan had been referred to the Family Courts by his school for truancy. He was a participant in GSBC's pilot program funded by the Incarnate Word Foundation to prepare court referrals for STL Youth Jobs.

At 16, this was a make or break moment for Donovan. He could take the opportunity extended by GSBC to learn job skills, or he could blow it off. Growing up in an extremely low-income, single parent home and facing constant pressure from his neighbors and peers to join a gang and do drugs, Donovan could be risking jail or death.

Donovan did not see the appeal of the program for the first few sessions, but the more he worked with GSBC Healthy Lifestyles Coordinator Shannon Hester, the more he embraced the chance for a fresh start through employment. He seized the opportunity to take responsibility for his actions, complete activities enthusiastically, and work hard. Shannon took notice of his initiative and offered him a job at GSBC for the summer. For all eight weeks, Donovan was a model employee. He was a hard worker, self-motivated, remained on task, and was a leader to younger youth.

Donovan's GSBC work experience may have begun differently from many of our previous members, but the results are the same. Donovan is on track to graduate high school and is ready to make a difference in our community. He hopes to be a defense lawyer someday.

## Jerome's Story



It's safe to say that Jerome was something of a wild child the first summer he came to GSBC as a second grader. Jerome's attendance was erratic and his behavior was out of control at times, ultimately leading to him receiving a suspension. When Jerome returned this past summer as a third grader, GSBC staff was eager to determine the best solutions to help Jerome mature. GSBC Learning Specialists noticed that Jerome was having difficulty reading.

Jerome began tutoring through GSBC's Blueprint for Reading Success program. As part of Blueprint, Jerome was allowed to pick an age appropriate story book to read before each tutoring session. Jerome confided to one of GSBC's Missouri Certified educators and Learning Specialist, Carol Mendez, that he had never actually read a book in its entirety. With Carol's help, Jerome selected Diary of a Wimpy Kid and began reading through it.

At first, Carol had to compromise with Jerome and alternate reading pages. As Jerome's skills progressed and he became engrossed in the story, he no longer needed Carol to read with him. He wanted to keep reading so he could find out the end of the story!

As Jerome's confidence in his ability to read grew, his behavior improved noticeably in other areas of the Club. He developed self-esteem and no longer acted out to receive attention.



# Volunteer of the Year:

## MetLife Foundation's 221 Playground Builders Extraordinaire



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The spirit of volunteerism is alive and well at GSBC! Our community's crowning achievement was our KaBOOM! Community Playground Build. On June 28th, more than 250 volunteers came together to build a dynamic playground, outdoor classroom, and wheelchair accessible path. MetLife Foundation provided the majority of the funds and volunteer-power to make this member-designed playspace a reality. But this was more than just building a playground. "It showed that if you can dream it, if you can imagine it, and if you bring the community together... you can do it," said Mark Donnelly, a Build Day co-captain from MetLife. The project was coordinated by KaBOOM!, the national non-profit dedicated to ensuring that all kids have access to safe playspaces that allow their minds and bodies to grow.

Leadership from MetLife Foundation and the Souldard Restoration Group drove the process through our Planning Committee. Through their diligence, committees focusing on food, recruitment & registration, construction, logistics, youth involvement, public relations, and fundraising & community engagement ensured that everything was donated for the event.

The event was a huge success, with KSDK and KTRS each airing stories about it. Public officials such as Mayor Slay, Alderwoman Phyllis Young, Aldermen Craig Schmid and Ken Ortmann, and State Senator Jamilah Nasheed recognized the community's incredible achievement. As always, events like this would not be possible without the support of our Board! Andy Blassie, Jill Slay Garlich, and James Eason all helped out day-of, and Ed Finkelstein and John Fabick IV were invaluable as GSBC recruited volunteers and gathered equipment. Operating Engineers Local 513 were instrumental in preparing the site for volunteers.

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

July 1, 2013 - June 30, 2014

### Revenue and Support

22 <sup>nd</sup> Annual Golf Classic/ Special Events .....	\$412,577
Contributions .....	\$386,583
United Way of Greater St. Louis .....	\$298,589
Change in Beneficial Interests .....	\$147,046
Donated Goods & Services .....	\$117,457
Grants .....	\$86,975
Investment Income .....	\$175,207
Program Fees .....	\$22,481
Realized/Unrealized Gains .....	\$217,913
<b>Total Revenue .....</b>	<b>\$1,864,828</b>

### Operating Expenses

22 <sup>nd</sup> Annual Golf Classic/ Special Events.....	\$196,737
Academic Support & Assistance.....	\$271,671
Administration.....	\$336,853
Arts .....	\$23,286
Athletics, Recreation, & Aquatics.....	\$349,290
Audit & Professional Fees .....	\$101,342
Character & Citizenship .....	\$77,620
Fundraising .....	\$297,787
Healthy Lifestyles .....	\$54,334
<b>Total Expenses .....</b>	<b>\$1,708,920</b>

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## 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 leadership, experience, and dedication to furthering the mission and our 5-year Strategic Plan.

### Executive Committee

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Andrew P. Blassie – President  
Jill Slay Garlich – Executive Vice President  
Joseph T. Ambrose – Vice President  
John H. Purnell – Vice President  
Brian E. Ulione – Vice President  
Raymond J. Mungenast – Secretary  
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Tom Wild – Executive Director Emeritus  
Prescott W. Benson – Executive Director  
Robert Puricelli – Director of Development

\*2014 Board Appointee

### Corporate and Foundation supporters

The strides made by GSBC would not be possible without our extremely generous corporate and foundation supporters who contributed \$1,000 or more:

Alex & Alice Aboussie Family Charitable Foundation, Ameren Missouri, Anders CPAs + Advisers, AT&T, Bank of O'Fallon, Brenner Tank, Cardinals Care, Christmas Carols Association, City Lighting Products, Daltam Inc., Dana Brown Charitable Trust, Daughters of Charity Foundation of *St. Louis*, Dave Mungenast Automotive Family, Dierberg Foundation, Eason Law Firm, Eurotainer, First Bank, FISHCO Group, Gene & Joan Slay Charitable Foundation, Greater St. Louis Book Fair, Haberberger, Mechanical Contractors Inc., HMS Host, HR Green CO., Huntleigh McGehee, Husch, Blackwell, Incarnate Word Foundation, Intaglio Creative, Italian Open, John Fabick Tractor Company, KaBOOM!, KPNT/ 105.7 The Point, Lexus Pursuit of Potential, Maggie O'Brien's, Mangrove Foundation, Marian Foundation, McCarthy Building Companies, MetLife Foundation, Millstone Weber, Miner's Towing, Missouri Arts Council, Missouri Department of Economic Development, Nestle' Purina PetCare, Novus International, Old Newsboys Day, OxyChem, Polar Tank Trailer, Ralph McIngvale, Regional Arts Commission, Restoration St. Louis, Ryder Truck Rental, Saleeby & Associates, Sigma Aldrich, Slay Industries, Stifel Nicolaus, Superior Building Systems, Superior Waterproofing & Restoration, Tank Trailer Cleaning Inc., TNT Club of St. Louis, Traffic Club of St. Louis, Truck Centers, ULLICO Management Company, Union Pacific, United Way of Greater St. Louis, US Paint, West County Nissan, Western Construction Co.

**"My son loves the fact his friends are here and he feels safe and heard."**

*-GSBC parent*

**"They help you make sure you get your homework done by motivating you."**

*-Tristan, age 9*



Gene Slay's Boys' Club of St. Louis  
2524 South Eleventh St.  
St. Louis, MO 63104  
314-772-5661



## Looking to the Future

**Thank you for all of your support in 2014! Please join GSBC as we strive to address more unmet needs in 2015! GSBC is committed to reaching more at-risk youth from Dutchtown in South St. Louis, and has begun a capital campaign to renovate the building to be able to serve girls on a full-time basis!**



[www.GSBCSTL.org](http://www.GSBCSTL.org)