



# STILL GROWING

FOR OVER 90 YEARS.

A PLACE TO GO,  
A WAY TO GROW.

2019 REPORT TO THE COMMUNITY

*celebrating* **90** *years*  
**Gene Slay's** *1929 to 2019*  
**Girls & Boys Club**  
of St. Louis

## BOARD OF DIRECTORS

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### EXECUTIVE DIRECTOR

Robert Puricelli



April 2020

This fiscal year, 2019, was marked with success and growth as we continued our mission to provide, expand, and present comprehensive youth development programs for the children and families in South St. Louis! With your devoted support, our members achieved more, and we have taken on new endeavors to remain diligent in our pursuit to support youth from under-resourced neighborhoods. GSGBC members are achieving positive outcomes in academic and athletic excellence, responsible citizenship, exceptional character, and full self-expression. We served nearly 700 children throughout the year, and we have secured our new Dutchtown facility in order to serve an additional 280 children annually! As our capacity grows, so do we.

In order to remain true to our 91-year-old roots as a safe haven, we welcome our members in during their winter school break, this allows us to be impactful in our objective to avoid learning loss and provide a safe environment for athletics, arts, recreation, and overall social health. This past sunny season we served 280 kids through our summer camp programs, and those programs required a summer waitlist! High demand such as this is one of the reasons we are committed and impassioned to expand GSGBC. In the future, we look forward to serving even more children during the summer months.

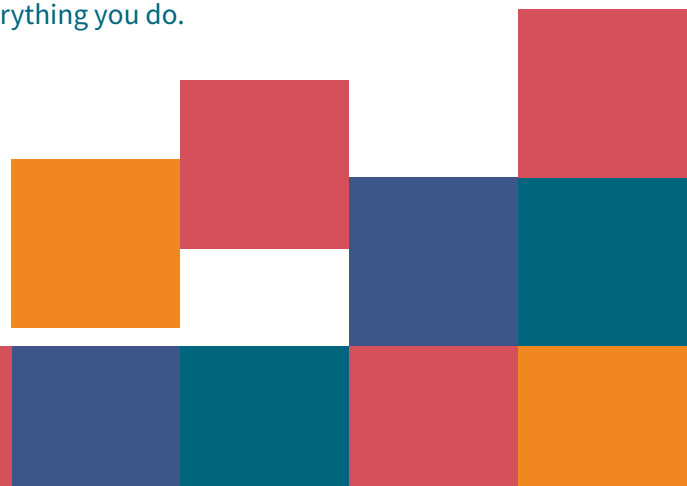
To top off a joyous year of celebrating 90 years of mission-driven work, we cha-cha'd at our 3rd annual Club Havana Event, an evening of Cuban-inspired fun in support of the kids of GSGBC, and we hit the green for our 27th Annual Golf Classic. Through your acts of kindness, these two events grossed \$847,086 to support our mission. These events also celebrated GSGBC's 90 years of service to the community and placed the Club in a stronger position to address future needs. We look forward to seeing you this Summer, August 3rd, for even more fun in the sun, and next year at our 5th Annual Club 54 event-bringing your boogie shoes!

One of our most important tasks, a task that is constant and consistent, is to ensure we're serving our kids and community to the best of our ability. This past year we had an exciting change in leadership. Former Director of Development Robert Puricelli is our new Executive Director. Under Bob's leadership, we have strengthened our endeavors to support youth from under-resourced neighborhoods in Saint Louis. As you review this Report to the Community, which reflects fiscal year 2019 (July 1, 2018-June 30, 2019), know that your support makes the outstanding outcomes our kids achieve possible, so thank you for everything you do.

With deepest appreciation,

**Andrew Blassie**  
*President*

**Robert Puricelli**  
*Executive Director*



2020

GSGBC will open a second location in Dutchtown to meet the need for comprehensive youth development programs in that neighborhood.

2016

The Club was renamed the Gene Slay's Girls & Boys Club of St. Louis to reflect its expansion to serve girls on a permanent, full-time basis.

2006

The Club was renamed the Gene Slay's Boys' Club of St. Louis to honor Eugene P. Slay, who served as President and CEO for 18 years.

1969

Addition added to the North Side of the building, including the pool.

1959

The Club completed construction and moved into its current 36,000+ square foot facility at 2524 South 11th Street.

1933

The Club was admitted to the St. Louis Community Chest, the forerunner to the United Way.

1929

On October 3, 1929, Father Charles P. Maxwell launched the Boys' Club of St. Louis as a recreation center and safe haven. Under the sponsorship of the Catholic Archdiocese of St. Louis, the new club was the first officially affiliated Boys' Club in Missouri.

**CELEBRATING**  
**1929 - 2019**

**91**  
**YEARS**



# DUTCHTOWN EXPANSION

## THE NEED

Portions of South St. Louis, especially Dutchtown and Gravois Park, are challenged by an abundance of youth and a lack of comprehensive youth development programs to empower them with the skills and attitudes needed to graduate from high school and achieve long-term success. Youth in these neighborhoods are especially vulnerable to violence and academic failure.

Parents, social service agencies, elected officials, and kids have voiced the need for comprehensive youth services in this part of the City.



## THE PROJECT

Gene Slay's Girls & Boys Club is the right agency to address this need. GSGBC has a 90-year, proven record of successfully helping kids achieve their full potential. We have committed to expand to a second site to meet the needs of the under-resourced youth of Dutchtown. To achieve this, we will renovate a hundred-year-old school building located at 3216 Pulaski St. This will provide a safe and welcoming space for 280 children and youth annually through After-School and Summer Programs.

We believe that our programs are capable of playing a crucial role in the stabilization of Dutchtown through comprehensive youth development to help kids escape the cycle of poverty.



## ON THE MOVE

Robert Puricelli was promoted to Executive Director in May of 2019. Bob joined GSGBC as the Director of Development in 2013. To better reflect his evolving role and organizational leadership, Bob was promoted to Assistant Executive Director and Director of Mission Advancement in 2018.

Bob's responsible for furthering the mission of GSGBC by leading a team of talented professionals, ensuring our kids have a supportive environment and implementing comprehensive resource development and management. Bob's growth at GSGBC has been shaped by his Saint Louis roots. For over 25 years, he's led and managed numerous highly regulated programs and licensed facilities, including Catholic Community Services, Queen of Peace Center, and Doorways.

With a passion for empowering under-resourced communities, Bob works to create the long-term financial sustainability needed to break the cycle of poverty. Through his leadership, Bob has set quality, training, and regulation adherence as hallmarks of his care philosophy.

Bob will continue to work with the Board of Directors, manage our strategic plan (including overseeing our Dutchtown expansion), and ensure that we are in a position to serve kids for generations to come.

## CREATING SANCTUARY

In 2018 GSGBC was awarded a three-year grant from the Saint Louis MHB to hire a full-time Licensed Clinical Social Worker to provide trauma-informed care to our members. GSGBC is in the process of implementing the Sanctuary Model of organizational change and responsive trauma care. Some common examples of trauma that our kids face include physical, psychological, or sexual abuse; exposure to neighborhood violence; living with household members who are mentally ill, substance abusers, or were incarcerated.

GSGBC is implementing the Sanctuary Model in our extended learning environment to provide a strong base of supportive and impactful resources.

Children who have experienced trauma may find it more challenging than their peers to pay attention and process new information. Evidence suggests that some of these children develop sensory processing difficulties, contributing to problems with writing and reading.

Knowing the areas where our youth live, GSGBC knows that our members are negatively impacted by trauma on a regular basis. In a trauma-informed environment, these youth will strengthen the skills they need to thrive academically and socially.







The GSGBC kids want to express a grande thank you to everyone who attended Club Havana on February 2nd, 2019. We celebrated traditions and new beginnings with Cuban-inspired music, cocktails, food, and fun at the Coronado Ballroom. You helped raise more than \$278,993 (Gross) in 2019 to benefit our kids!



# 2019 CLUB HAVANA





# GOLF TOURNAMENT

Gene Slay's  
Girls & Boys Club  
of St. Louis

GSGBC hosted its 27th Annual Golf Classic on May 28th at Norwood Hills Country Club. More than 300 supporters participated, and \$587,243 (Gross) was raised in order to support the mission of GSGBC; further empowering its members for success!

Thanks again to all of our sponsors, wonderful golfers, volunteers, and honored guests!



# PILLAR SOCIETY

## CITIZENSHIP

\$25,000 + ANNUALLY

Anders CPAs + Advisors

Anonymous

Anonymous

ARCHS

Andy and Joanne Blassie

Bommarito Nissan

Centene

Bernal Chomeau

City of St. Louis, Youth at Risk  
Grant Program

The Dave & Barbara Mungenast  
Foundation

First Bank

Jeff Garlich and Jill Slay Garlich

Johnny Garlich

Gene and Joan Slay Charitable  
Foundation

Haberberger Mechanical  
Contractors

Huntleigh McGehee

Incarnate Word Foundation

Mangrove Foundation

Missouri Foundation for Health

Nestle' Purina Pet Care Company

Polar Tank and Trailer

Slay Industries

Gary Slay

Guy Slay

St. Louis Mental Health Board

## CARING

\$15,000-24,999

ARCO Construction

The Gill Family

Jim & Meg Huber  
Glen Slay

## FAIRNESS

\$10,000-14,999

Charles Bratkowski

Brenner Tank

Butler's Pantry

Dana Brown Charitable Trust

Margaret Heying

Kenneth Mares

Regional Arts Commission

Ryder Systems

SSM Health - Cardinal Glennon

Children's Hospital

Richard Voytas

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Henry Brooks

Brown Smith Wallace

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Greater St. Louis Book Fair

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Raymond Mungenast

Norman J. Stupp Foundation

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Raineri Construction

John Scott

Sisters of St. Joseph of Carondelet

Sterling Bank

Stifel

Eric Trelz of Armstrong Teasdale

United Auto Workers Region 5

Michael Yates

## RESPECT

\$2,500-4,999

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Commerce Bank

Brook Dubman

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Lexus Pursuit of Potential  
Dave Mesker  
Midwest Bankcentre  
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Oaktree Products  
Shakaye Peters  
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Ronald McDonald House Charities  
of St. Louis  
John & Nancy Ross  
Saleeby & Associates  
Craig Schmitz  
Bill & Kate Schoenhard  
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Arturo & Elena Sordo  
Spencer Fane  
Butch Suntrup  
Ullico Management Company  
John Walsh  
Wells Fargo Advisors Foundation

## TRUSTWORTHINESS

\$1,000-2,499

Alliance Technologies  
Archford Capital Strategies  
Jill Benkelman  
Prescott Benson  
Mark & Jan Blassie

Sherry Brendel & Becky Young  
The Buddy Fund  
Gordon and Brenda Bush  
Brent & Mimi Herr Butler  
Chris & Dave Caskey-Dougherty  
Joseph & Lynda Castellano  
Christmas Carols Association  
Collegiate Event and Facility  
Management Association  
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Cummings, Ristau, and  
Associates, P.C.  
Craig Effan  
Michael Evans  
Faith Group, LLC  
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Patricia Gibson  
Michael Gingrich  
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Carla Jackson  
The Labor Tribune  
Louise Lawes  
Mardi Gras Foundation  
The Marian Foundation  
Mary Marks  
Dave Mason  
Vincent & Barbara Matteucci

Clara McLeod  
Eddie McVey of Maggie O'Briens  
Fredrick Mead  
Steve Meyer  
Tom Meyer  
Leo & Kathy Miceli  
John & Liz Mosby  
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Hank & Mary Slay  
Missy Slay  
Olivia Slay  
John Sondag  
Mike Souders  
Southeast Missouri State University  
Brad & Renee Stout  
Bill & Robyn Streck  
Target  
Dan & Andrea Tarlas  
Dave Warnecke  
Bob Westrich  
Todd Zahner



30,183  
MEALS SERVED



708  
YOUTH SERVED



280  
ENROLLED  
in the summer program

Our kids improved their  
swimming ability by

58%  
LAST SUMMER



10,441  
HOURS  
of homework assistance &  
literacy tutoring



15  
TEENS  
gained employment



BY THE  
NUMBERS

celebrating 90 years 1929 to 2019  
Gene Slay's  
Girls & Boys Club  
of St. Louis



# FINANCIAL SUMMARY

FISCAL YEAR JULY 1, 2018 - JUNE 30, 2019



Contributions	\$292,710
27th Annual Golf Classic (Net)	\$357,362
Other Events (Net)	\$86,283
Grants/Foundation	\$212,917
United Way of Greater St. Louis	\$215,450
Banking & Investment Income	\$218,878
Programs	\$26,068
Miscellaneous	\$41,356
Donated Goods & Services	\$108,669

**Total** **\$1,559,693**



Program Expenses	\$1,075,457
Administrative Expense	\$350,887
Development Expense	\$305,273

**Total** **\$1,731,617**



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Membership Desk: 314.772.5661  
Administrative Office: 314.773.7237



## SUCCESS STORY

At Gene Slay's Girls & Boys Club, we put an emphasis on emotional and social health, because we understand that in order to fuel our children's academic success, we have to encourage healthy lifestyles and relationships.

Last year one of our members, Zayne (name has been changed for privacy), went on his very first field trip to the Goldfarb School of Nursing, at Barnes Jewish Hospital. He was super excited, but this was a potential challenge because Zayne is on the autism spectrum and new settings can sometimes be daunting. Zayne was paired with one of our Youth Development Specialists, Ms. V, because our goal was for a familiar and informed staff member to ensure his experience would be a positive, lasting memory.

It turns out our worry was for naught. The experience was a catalyst for Zayne's social skills to improve entering his first year of high school. While at Goldfarb School of Nursing, there was a CPR demonstration where volunteers were needed. Imagine the surprise of Ms. V when the first one to raise their hand for participation was Zayne; a young man who did not socialize with his peers when approached, did not communicate comprehensively with adults, and showed no signs of being outgoing during group activities. Zayne was animated and willing to be of assistance to complete strangers. Ms. V has known Zayne since he was in middle school, and until that moment she never witnessed his features alight with such exuberance, she had never witnessed him embrace the joy of being a kid!

Over the past six months, we've watched Zayne blossom into an outgoing young man who now carries himself with confidence as well as assertiveness in an environment requiring emotional and social strength. This trip inspired Zayne and helped give him the tools to grow, and he is now excelling in high school socially. At GSGBC, we celebrate this victory because we know that this triumph will lead to success in life for our members at school, at home, and later in their career.

