



BOYS & GIRLS CLUBS
OF SANTA MONICA

SATURDAY, FEBRUARY 19, 2022

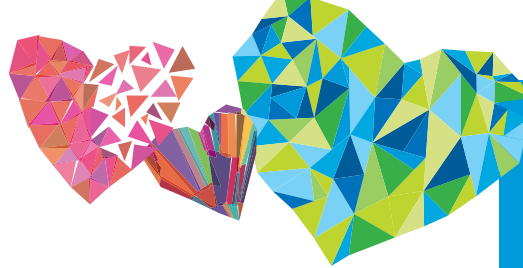
GALA

*Blooming
Hearts*



Who We Serve

For 77 years, the club has served over 200,000 youth.



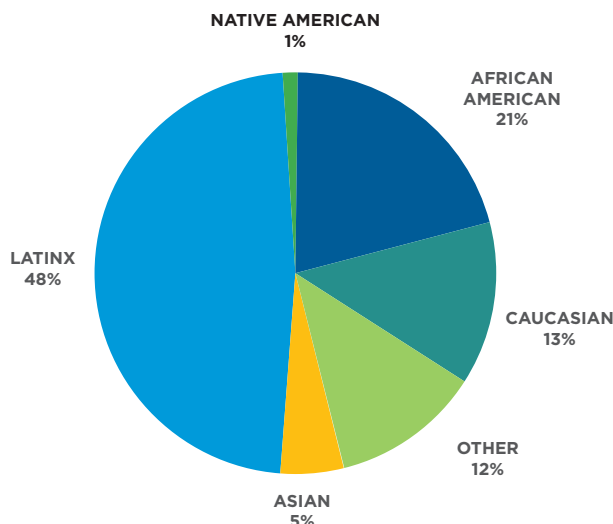
5 SITES

4000+ YOUTH SERVED EACH YEAR

517 YOUTH WALK THROUGH OUR DOORS EACH DAY

71% YOUTH ARE LIVING AT OR BELOW THE POVERTY LINE

50%+ ARE LIVING IN A SINGLE PARENT HOUSEHOLD



CURRENT STATE OF AFFAIRS

The new school year is proving to be one of hope and challenges. COVID-19 continues to make a significant impact on the well-being of our kids. Boys and Girls Clubs of Santa Monica remains adaptable, pivoting to meet the needs of our kids, families and community. Our children have experienced learning gaps of all kinds these last 18 months from academic and social-emotional to experiential and inspirational. They're coming to the classroom and Club feeling anxious about their school work, economic security and future prospects. It's critical that we provide a safe environment after school with mentors they can trust and friends they can rely on. They need to experience programming that inspires them to dream, while building skills, confidence and resilience.

In addition, Boys & Girls Clubs of Santa Monica has continued to provide our kids and families daily hot meals and weekly fresh groceries. We will keep doing "whatever it takes" to support our families.

146k

HOT MEALS PROVIDED

49.8k

POUNDS OF FOOD DELIVERED

98%

FEEL THEY ARE COPING WITH THEIR CHALLENGES

92%

FEEL A SENSE OF BELONGING

91%

BELIEVE THEY CAN STAND UP FOR WHAT IS RIGHT

\$170k

FUNDING TO FAMILIES

280+

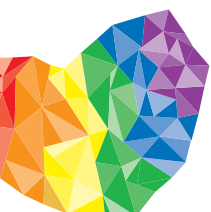
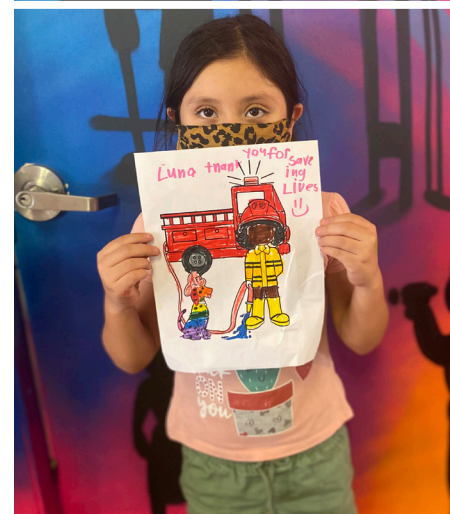
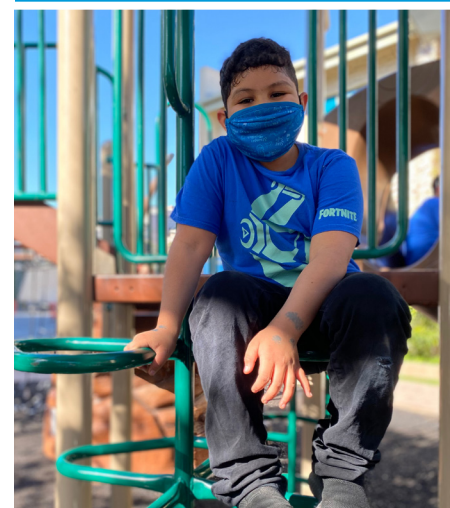
VIRTUAL PROGRAMS OFFERED TO OUR YOUTH

Mission

To inspire and enable all young people, especially those who need us most, to reach their full potential

Vision

1. Develop healthy physical and emotional habits.
2. Succeed in their chosen educational and career pathways.
3. Achieve self-efficacy and confidence.
4. Become leaders in their community.





SMBGC's Four Outcomes for Youth

1 HEALTHY HABITS

We offer programming that supports the development of lifelong healthy habits including nutrition, healthy cooking, sports, and social and emotional wellbeing as well as financial awareness.

92% are active more than 60 minutes a week. Children in sports are less likely to suffer stress and depression.

79% eat at least 3 to 5 servings of fruits and veggies each day. 1 in 5 children in the US have been diagnosed with obesity

2 SOCIAL AND EMOTIONAL

Our staff are trained in youth development methods designed to create a safe, supportive and productive environment that fosters resiliency, communication skills, and robust self-confidence.

Over 90% of the kids feel they are coping with their challenges, setting and achieving goals, feel a sense of belonging, and believe they can stand up for what's right.

A Google study revealed the most successful employees are adaptable, resilient, emotionally intelligent, strong communicators and curious.

3 COMMUNITY SERVICE

We offer a variety of age specific, mentor-based leadership programs to develop social and emotional competences, connections to the community, and hone developmental skills that cultivate strong work ethic and self-confidence.

14,000 hours of community service by team members. College admissions consider ethics of students in admissions process.

Youth who volunteer 1 hour per week are 50% less likely to abuse alcohol, cigarettes, become pregnant, or engage in destructive behaviors.

4 21ST CENTURY PATHWAYS

We provide homework help, STEM education and individualized coaching to help members chart a unique course to higher education and career pathways that align with their passions and talents.

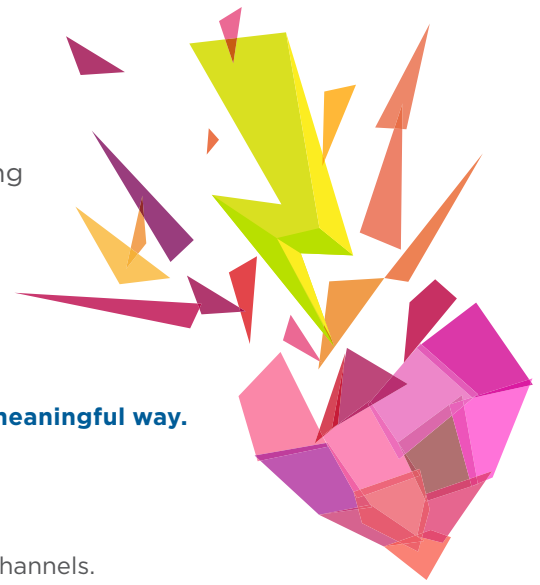
100% of teens in the College Bound program go on to higher education.

90% envision they will attend college/trade school and feel ready for post-secondary academics.

100% take college entrance exams.

Blooming Hearts

We'd LOVE for you to JOIN US at a special heart-filled evening of inspiring stories, stellar youth performances, and a chance to bid on unique auction items and experiences. We'll have options for you to join us in-person and virtually. We anticipate a minimum of 400 community leaders and influencers in the public and private sectors.



Support the Boys and Girls Club and make an impact with our audience in a meaningful way. We are pleased to present the following sponsorship opportunities:

\$50,000 | DIAMOND

- Most prominent "Presented by" status across all aspects and event marketing channels.
- A 30 second pre-roll advertisement video of your company and your involvement.
- 25 tickets to the event in a reserved DIAMOND section.
- High-profile brand Integration into all pre, during and post event messaging.
- Logo placement in advertisement with media partner.
- A personalized event welcome message delivered by a company executive.
- Media impressions from paid social media.
- Contact info of local community leaders and influencers (including name & email).
- Targeted and tailored question(s) included in attendee satisfaction survey conducted after the event.
- Additional partnership benefits outlined below.

\$25,000 | PEARL

- Second tier "Fueled by" status across all aspects and event marketing channels.
- 25 tickets to the event in a reserved PEARL section.
- High-profile brand Integration into all pre, during and post event messaging.
- Logo placement in advertisement with media partner.
- A keynote welcome mention.
- Media impressions from paid social media.
- Contact info of local community leaders and influencers (including name & email).
- Additional partnership benefits outlined below.

\$10,000 | ROSE

- "Thanks to" credit into all pre, during and post event communications.
- 20 tickets to the event in a reserved ROSE section.
- A keynote welcome mention.
- Media impressions from paid social media.
- Contact info of local community leaders and influencers (including name & email).
- Additional partnership benefits outlined below.

\$5,000 | TRUFFLE

- 10 tickets to the event including amenities outlined below.
- A keynote welcome mention.
- Media impressions from paid social media.
- Additional partnership benefits outlined below.

ALL SPONSORSHIP LEVELS INCLUDE: One special Sponsor gift bag, a gift from the Boys & Girls Clubs of Santa Monica, and a hosted cocktail reception.

\$400 | INDIVIDUAL TICKET

INDIVIDUAL TICKETS INCLUDE: Dinner, auction, a gift from the Boys & Girls Clubs of Santa Monica and a hosted cocktail reception.