

NEW STUDY SHOWS “TREMENDOUS” ECONOMIC IMPACT OF NEW JERSEY BOYS & GIRLS CLUBS

A study just released by Prof. Jamshid Damooei of Damooei Global Research demonstrates how the social and economic benefits provided by New Jersey Boys & Girls Clubs translate into “tremendous economic value” for New Jersey Club members, their parents and their communities.

According to the report, “while it is easy to appreciate the work of the Clubs in qualitative and emotional or social terms, it requires additional analysis to understand the monetary and economic value of these institutions. At first glance, the Clubs can be praised for the social benefits that they create in the state. However, by digging deeper, it becomes readily apparent that these social benefits create tremendous economic value in New Jersey.”

The study found that *every dollar* invested in Boys & Girls Clubs can generate *15 dollars* of positive impact in the community, through improved safety and academic performance for children and teenagers, as well as increased parental income. For example:

- **Every \$1 spent by the Clubs to provide a safe after-school environment can save \$2 annually** on costs communities could have incurred for *teenage pregnancies and births, underage drinking* and expenditures for the *criminal justice* system.
- **For every \$1 spent by the Clubs, \$1.45 of increased earnings is generated** through the *increased lifetime earnings* of Club members, whose school performance and graduation rates improve through educational assistance.
- **Every \$1 spent by the Clubs can generate \$9 of earnings by parents**, who can keep their *jobs* due to high-quality, low-cost after-school supervision offered by the Clubs.



EVERY \$1 INVESTED IN CLUBS CAN GENERATE \$15 OF POSITIVE ECONOMIC ACTIVITY

The study identified several additional areas where Club participation has significant economic implications:

Health: More than 60% of registered Club members reported reaching or maintaining a healthy weight by participating in physical activities; and 62.4% of parents report that their children have made better food and drink choices since attending Boys & Girls Clubs.

Parental education: 20.4% of parents whose children attend the Clubs have been able to pursue further education or skills training.

“The economic impact report confirms that the essential investment Boys & Girls Clubs make, on a daily basis, in the future of our young people is really an investment in the future of our state,” said Al Koeppe, Chairman of the New Jersey Economic Development Authority.

Data was collected through annual reports on Club operations, a sampling of over 1,000 youth surveys and over 800 parent surveys. The study compared aggregate budgets from all 18 nonmilitary Boys &

Girls Clubs in New Jersey with the economic impact generated by increased graduation rates; reduction in teen pregnancies, criminal activities and underage drinking; increased prospects for working parents; productivity of staff and volunteer labor; and improvements in overall health of young people. The researchers then determined a multiplier by calculating the cost to society and monetizing the benefits of the services provided.

“This study clearly shows that New Jersey Boys & Girls Clubs have an impact even beyond the enormous social and educational benefits we have always recognized,” said Boys & Girls Clubs CEO Connie Ludwin. “The tremendous economic rate of return is a testament to the vital role the Clubs play in shaping the lives and futures of members and their parents, as well as the community.”

This study further highlights the high return on investment to youth, families and communities that is created by donations to the Boys & Girls Clubs in New Jersey. To download the complete study or to invest in the important and valuable work of Boys & Girls Clubs visit www.begreatnewjersey.org.

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CONCERT FOR KIDS HITS A HIGH NOTE



Gladys Knight performed at the 2011 Concert for Kids

More than 1,500 people watched as three New Jersey 10-year-olds shined on stage as the opening acts before seven-time Grammy award winner Gladys Knight performed at the Boys & Girls Club of New Jersey's ninth annual Concert for Kids. The concert took place on November 9, 2011 at the New Jersey Performing Arts Center in Newark. A tireless humanitarian, Knight is an iconic supporter of the Boys & Girls Clubs of America (BGCA). She recently recorded a Randy Jackson-produced song "The Dream" to motivate youths to fulfill their dreams and to raise awareness of the need for BGCA. iTunes purchases of "The Dream" are donated to BGCA.

The Concert for Kids is the signature fundraiser for the statewide network of 23

local Boys & Girls Clubs. The event this year raised more than \$500,000 for the BGCNJ and also raised another \$10,000 for the Boys and Girls Club of Lodi. The money to help rebuild the Lodi location, that suffered great damage from Hurricane Irene, was raised in under 30 minutes from concert-goers who participated in the "Text to Pledge" on-stage campaign.

Prior to the event, the chair, Gerald T. Allen of CBS Outdoor, hosted a reception for event sponsors. Bank of America, PSE&G, Beckerman, Citibank, Comcast, The Star Ledger and Clear Channel partnered with CBS Outdoor and CBS Radio as key sponsors for this year's event.

The night was kicked off by Joe Causi of WCBS FM Radio as Master of Ceremonies. The youth Talent Expo winners, Kingston Ho, Talia Maldonado and Kayla Whiting warmed up the crowd and the audience was touched by an address by the New Jersey Youth of the Year, Frankie Watson of the Boys & Girls Club of Atlantic City prior to Gladys Knight's starring performance.

Each year, the Concert for Kids also honors someone who consistently works with the organization to advance its mission and goals. The 2011 honoree was Jersey-born comedian and entertainer Joe Piscopo, who has been a staunch supporter and spokes-

person for BGCNJ for the last three years. "The Boys & Girls Clubs are doing amazing things for our kids with very little resources and we need everyone's help to ensure that all our kids have the opportunity to be safe and achieve their full potential", comments Joe. "I am proud to be from New Jersey and proud to have an opportunity with the Boys & Girls Club to do what I can for kids in New Jersey".

Plans are already underway for what will be the 10th Annual Concert for Kids which is tentatively scheduled for November 1st and will honor William Johnston, Market Executive at Capitol One Bank. Save the date as this is going to be a big celebration!



Gladys Knight is joined after the concert by New Jersey Youth of the Year, Frankie Watson and Talent Expo winners Talia Maldonado, Kayla Whiting and Kingston Ho.

YOUTH WOW AT TALENT EXPO



Talent Expo winner, Kingston Ho of Picatinny Youth Center, performs a solo on the violin.



Talia Maldonado and Kayla Whiting of the Boys & Girls Club of Clifton were also winners at the Talent Expo with their amazing duet.

On October 10, 2011 over 50 New Jersey Boys & Girls Club members traveled from across the state to participate in the 5th Annual Talent Expo. This year's Talent Expo was held at the South Orange Performing Arts Center (SOPAC) in South Orange. Each act was judged based on creativity, stage presence, technical ability and execution. This year's panel of judges included Jeff Billingsley, Cobblestone Records, Lori Warren-Williams, United Talent Youth Inc. and Shandra Terry, Walmart representative.

The competition was stiff with singers, dancers, musicians and performing artists impressing the crowd. After much deliberation the judges selected Kingston Ho, a ten year old member of the Boys & Girls Clubs affiliate, the Picatinny Youth Center. Kingston is a skilled violin player who wowed the crowd with his solo performance. Additionally, Talia Maldonado and Kayla Whiting, members of the Boys & Girls Club in Clifton, were named as winners after they belted out Adele's "Rolling in the Deep" as a duet. The audience was beyond amazed with the two performances, giving them both standing ovations. The winners were given the honor of performing at the Concert for Kids as opening acts for Gladys Knight.

JERSEY MIKES RAISES FUNDS FOR JERSEY'S KIDS!

This March, Jersey Mike's Sub shops in Parsippany and Whippany dedicated their "Month of Giving" campaign to the Boys & Girls Clubs in New Jersey. The effort supported afterschool programming in Clubs across the state. Customers were invited to come to enjoy a sub meal and make a donation to support youth in New Jersey. These funds allow Boys & Girls Clubs to continue their work of providing cost-effective programs in educational enrichment, leadership development, workplace readiness, juvenile delinquency prevention, and substance abuse deterrence to youth ages 6-18.

The "Month of Giving" was kicked off on March 3rd by Boys & Girls Club members from Clifton who offered young customers free face painting and displayed their skills through a step performance. The effort culminated on March 28th with Make a Difference Day. Youth from the Boys & Girls Club of Wayne visited the sub shop to offer free face painting to young customers to support the fundraising effort.

"We are happy to support the good work of the Boys and Girls Clubs in New Jersey," said Parsippany storeowner, Lisa Dob. The partnership reached beyond raising money when store owner Lisa Dob shared her story as a Jersey Mike's franchisee. Lisa met with youth from the Boys & Girls Clubs of Clifton when they visited the Parsippany store. She discussed her inspiration journey and offered them advice on how to strive towards success. The youth learned the skills of hard work and dedication from Lisa who discussed how she began working at her local Jersey Mike's Sub shop when she was 16 years old. She went on to become the youngest owner in the franchise. The opportunity to meet with a local business owner was an added bonus for the teens that came out to assist with the event.

Jersey Mikes Subs, headquartered in Manasquan has been a long-time supporter of Boys & Girls Clubs across the country. Founder/CEO Peter Cancro is a member of the BGCNJ Corporate Advisory Board and a past Humanitarian Award recipient.



Boys & Girls Clubs in Clifton youth and Jersey Mike's staff help raise money to support afterschool programs.



CLUB KIDS FIND A "PAL" IN TEEN MENTORING PROGRAM



Boys & Girls Clubs in Northwest New Jersey member, Katherine Weingartner, mentors member Nathaniel Aneviski as part of the PAL Program.

Growing up Carol had to learn how to overcome the challenges of her learning disability. Unfortunately these experiences gave her a negative view of her academic abilities. Therefore she was surprised and unsure when the Boys & Girls Club staff approached her to be one of the mentors in the Peer Assisted Learning Program (PAL).

"The PAL program is a win-win for our kids. Our older youth get the opportunity to be leaders and mentors and our younger youth receive individualized attention..."

The PAL program would pair her with a mentee to have weekly reading session to assist her mentee in building his vocabulary and reading skills. Reluctantly Carol agreed to be a mentor. Over the course of the next few months the staff observed Carol's confidence soar as she was able to work with her mentee, Robert. Carol was shocked to see how her work helped Robert to increase his confidence and build his literacy skills. As they worked together Robert shared with Carol that he also had a learning disability and both youth saw in the other that their learning disability did not define them or limit their ability to succeed. The support and individualized attention that the PAL program provides has provided youth across the state with increased access to books and broadened their interest in reading.

The PAL program is supported by State Farm through a \$15,000 grant that supports Clubs in Camden, Clifton, Garfield, Newark, Paterson, Wayne and Lodi. Through PAL, teens are trained as mentors and provide weekly reading assistance to Club members ages 6 to 10 years of age. The PAL program strengthens the reading comprehension and vocabulary skills of Club members and provides important work experience to older members.

"The PAL program is a win-win for our kids. Our older youth get the opportunity to be leaders and mentors and our younger youth receive individualized attention and focused time on reading which improves both their literacy and social skills" stated Dan Dipsey, Education Director, Boys & Girls Club of Wayne.

At the Boys & Girls Clubs in Northwest New Jersey the project culminated the week of Read Across America where mentees had the opportunity to be mentors by visiting the Kindergarten classrooms and reading to the five and six year olds.

LOCAL CLUB PROFILE — MONTH OF THE MILITARY CHILD



Boys & Girls Club members from Earle Naval Base youth center participate in the Annual Beach Sweeps in Point Pleasant, NJ.

Times of national crisis can dramatically disrupt a military family's life. Military children face unique challenges, including frequent moves, separation from a parent, and other deployment related stressors. Last year, the White House reported there were 1.7 million American children under 18-years-old with a parent serving in the military and approximately 900,000 children with one or both parents deployed multiple times.

Today, Military families are facing more stressors than ever before. With a significant percentage of these families living on military installations in our communities, it is important that the children of these brave citizens receive needed support and services. In their honor, April is designed as the **Month of The Military Child** to celebrate the unique contributions, commitment and sacrifices military children make on behalf of our country.

Since 1991, Boys & Girls Clubs of America (BGCA) has partnered with the Department of Defense to serve the military families who live on the 387 military bases throughout the United States. In New Jersey, five military bases provide youth development programs and activities to the children of military personnel, giving families the vital support they need. These include Earle Naval Base, Fort Dix Army Base, Lakehurst Naval Base, McGuire Air Force Base, and Picatinny Army Arsenal.

Earle Naval Base in Colts Neck has over 100 registered youth and manages three programs; a before and after school care program, a program for youth ages 9-12 and a teen program.

*"The Boys and Girls Clubs of Union County is proud to be able to serve our military's youth through this new partnership,"...
"Their parents make the ultimate sacrifice and we are happy to be able to give back by supporting their families."*

Fort Dix Army Base in Fort Dix manages 65 children, ages 9-18, on a daily basis. Currently, its most active programs include S.M.A.R.T. Girls, Youth of the Year, Keystone and Torch Clubs.

Lakehurst Navy Youth Center operates a before and after care program during the school year and a camp program in the summer for 120 registered members. Featured programs include Fine Arts and Photography, Triple Play and Project Learn.

McGuire Air Force Base in New Hanover Township facilitates three Boys & Girls Club programs including Open Recreation, School Age and Sports & Fitness.

The **Picatinny Army Arsenal** in Picatinny manages Child, Youth, and School-Aged Services (CYSS), a program that focuses on three major elements: children, parents, community and command needs. The programming elements stem from the four service components: sports fitness, leisure and recreation, life skills and citizenship, mentoring and support services. On March 21st the program held their first Fine Arts

Exhibition. A gallery of expressive paintings, drawings, renditions of famous art styles, a "junk robot", crayon art, stop-motion animation videos and PowerPoint "Choose Your Own Adventure" stories were on display during the event.

This year, BGCA in partnership with the Office of Justice Programs (OJP), is excited to introduce the **Mentoring Military Youth** initiatives. Through this program, Boys & Girls Clubs in New Jersey will increase the number of youth served at military bases throughout the state. Clubs offering this program include: Atlantic City, Clifton, Garfield, Paterson & Passaic, Lodi & Hackensack, Northwest NJ and Union County.

This partnership enables children of National Guard, Reserve and Active Duty families, who do not live near or have access to a military Youth Center, to receive a free membership and participation in the afterschool program. Spearheading the start of this new program, Boys & Girls Clubs of Union County (BGCUC) plans to recruit and mentor a minimum of 25 military youth at each of the following bases: Earle Naval Base, Fort Dix Army Base, Lakehurst Naval Base, and McGuire Air Force Base. In addition, BGCUC will also ensure the program delivers resiliency training that targets the specific needs of military youth.

"The Boys and Girls Clubs of Union County is proud to be able to serve our military's youth through this new partnership," said CEO Russell Triolo. "Their parents make the ultimate sacrifice and we are happy to be able to give back by supporting their families."



Boys & Girls Club members from the Picatinny Army Arsenal proudly display their prize-winning masterpieces at their Fine Arts Exhibition in March.

VOLUNTEER PROFILE: NUNO FRANCISCO



Nuno Francisco receiving a volunteer service award from Connie Ludwin in July 2011.

Nuno Francisco is the Board President of the Salvation Army Boys and Girls Club of Ironbound. He also serves as Secretary of the Board of Trustees for Boys & Girls Club in New Jersey, Inc. (BGCNJ) and chairs the Personnel Committee. He is in line to be the next President of BGCNJ and recently spoke to us about his involvement and vision for the future.

• How did you get involved with the Boys & Girls Club?

I first had an opportunity to serve the board of the Ironbound Club in 2000 through my job at the time. Having been a club alumni, this was a great chance for me to give back to the children and seniors we serve.

• What is your fondest childhood memory as a member of the Club?

I most enjoyed playing pick-up basketball games after school with my friends.

• Why is the Boys & Girls Clubs so important?

I believe that Boys & Girls clubs is very important because we provide a foundation to children and young adults to enable their full potential as future leaders and great citizens of tomorrow.

• What motivates you to serve the Clubs on both the local and state level?

The children that we service are my main motivators, the future of our great country is theirs, it is our responsibility to guide them down the right path. The programming and services of BGCNJ allows us to do that!

• Which volunteer accomplishment are you most proud of?

I'd say the accomplishment I'm most proud of would be my involvement in partnering with some of our local club Board members as we took on the task of a renovation to our Gymnasium we use for Indoor Soccer, Basketball, Boxing, Martial Arts, Theatre, etc.... as well as being part of the makeover of

our Weight Room/Fitness Center donated in part by "O" magazine. To see that story featured in the magazine was amazing!

• As the incoming President of Boys & Girls Clubs in New Jersey, Inc. what do you hope to accomplish during your term?

During my term, I'd like to work with all of our local clubs to engage our communities, business partners, and community leaders in the BGCNJ movement. I believe we must continue to build our brand, create awareness, and provide the very best in programming for the children of NJ. BGCNJ has a great story to tell, we need to continue to tell it, and make sure more people listen!

Professionally, Nuno has worked in various management capacities for financial institutions over the past 15 years, providing companies with sales and service training, management/employee leadership development, and increased operational efficiency/assessments. He is currently a Vice President at Citibank. In addition to the dedication to his profession and career achievements, Nuno is also committed to his family and community. He and his wife currently reside in Middlesex County.

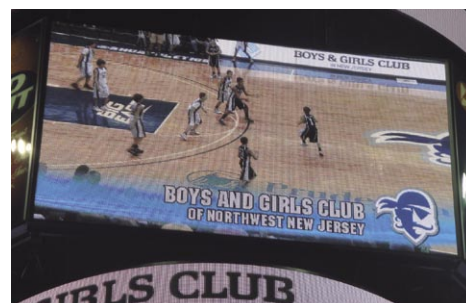
KIDS GET FIT WITH THE NETS



Youth from Boys & Girls Clubs in Newark and Clifton got active with Nets players as a component of the "NBA Fit – Live Healthy Week." Club members ran drills and built skills with Nets players, MarShon Brooks and Johan Petro.

PSEG SENDS KIDS TO THE ROCK

Thanks to the PSE&G over 150 Boys and Girls Club kids from Newark, Pequannock, Garfield and Wayne were treated to a special day at the Prudential Center on Sunday, February 12, 2012. Youth from the Boys & Girls Club of Pequannock participated in an exhibition game during half-time at the Seton Hall vs. Pittsburgh game.



FORMULA FOR IMPACT: A ROADMAP TO SUCCESS

As a nation we are facing economic upheaval which has resulted in job loss, housing problems and tremendous uncertainty for America's families. Due to these circumstances there are more young people than ever who need the support and resources of Boys & Girls Clubs. To address this need Boys & Girls Clubs in America (BGCA) developed the **Formula for Impact**, a research-based theory of change that describes how individual Clubs can increase their impact on the young people of America. Each element of the Formula for Impact incorporates research into the ways that young people grow and thrive, as well as analysis of the best practices and traditions of highly effective Clubs. New Jersey Boys & Girls Clubs have adopted the Formula for Impact to ensure the every Club member can achieve academic success, good character, citizenship and a healthy lifestyle.

Clubs across the country are focusing efforts on ensuring that all youth have the most powerful Club experience possible by implementing the five key elements for positive youth development (A Safe and Positive Environment, Fun, Supportive Relationships, Opportunities and Expectations, Recognition), offering high-yield activities, providing targeted programs and encouraging regular attendance.



Additionally, Clubs are committed to engaging youth in high-yield activities that are designed to provide youth with fun experiences that are hands-on, interactive and develop critical thinking or other skills. Clubs want to ensure youth attend programming on a regular basis and are engaged in targeted programming that is directly linked to meeting the goals of academic success, civic engagement and health and wellness.

The Formula for Impact also calls for continuous measurement and assessment to bring the goals of outcome driven programming to practice. BGCA is in the process of creating a national database for tracking key indicators that support the three priority outcomes and New Jersey is one of four State Alliances that have been selected to pilot what is referred to as the

National Outcome Initiative. This data collection effort includes the implementation of youth surveys and the collection of various academic and behavioral indicators throughout a Club members' involvement. Based on the data collected, Clubs will refine and enhance their programming as needed to ensure that every child achieves the priority outcomes.

"As professionals, we know that we are making an impact in the lives of the youth we serve. This new strategy calls on us to be more intentional about our work and provides us with a tool to consistently measure how well we are influencing those factors which can pre-determine whether a young person achieves his or her full potential or not", states Connie Ludwin, CEO of BGCNJ.

The National Outcome Initiative process will not only assist Clubs in fine tuning their programming to best meet the unique needs of the youth in their local community, the undisputable data will provide Clubs and funders with evidence of the impact Clubs are having and further demonstrate that **Great Futures Start Here!** For more information about the Formula for Impact or the National Outcome Initiative contact Cari Tarica at ctarica@bgcnj.org

TRIPLE PLAY: A GAME PLAN FOR THE MIND, BODY & SOUL

The Horizon Foundation for New Jersey recently awarded a \$50,000 grant in support of a Boys & Girls Clubs of America's evidence based health and wellness program, Triple Play. The funds will enable Boys & Girls Clubs in Atlantic City, Camden, Newark and Trenton to engage 350 youth from ages 6 to 18 years old in nutrition and fitness activities to combat the growing childhood obesity epidemic. Triple Play takes a holistic approach to educating boys and girls about good nutrition, making physical fitness a daily practice and developing individual strengths and good character.

The Triple Play program strives to improve the overall health of young people by addressing the three domains of mind, body and soul. The mind component encourages young people to eat smart by

focusing on the central themes of good nutrition, regular health care and improving overall well-being. Youth engage their body by incorporating increased amounts of physical activity and working towards creating a lifetime habit of making physical fitness a daily practice. The soul component of the program helps youth build positive relationships and develop cooperation and leadership skills.

"Boys & Girls Clubs in New Jersey are committed to supporting youth in obtaining healthy habits at an early age. The Horizon Foundation for New Jersey shares their commitment and is pleased to invest in teaching boys and girls to embrace a healthy lifestyle through wholesome eating and exercise." stated Jonathan R. Pearson, Director, The Horizon Foundation for New Jersey.



Staff & youth at Boys & Girls Clubs in Trenton take on the climbing wall as part of their Triple Play program.

CLUB NOTABLES

Atlantic City

- Mekos Denson joined the Atlantic City Club in September of 2011 as the Chief Professional Officer. He has 14 years of Boys & Girls Club experience in Ohio and Florida. Most recently he was the Assistant Executive Director of the Club in Occala, Florida. Mr. Denson became a Club member at the age of 5 and went on to be a Youth of the Year winner in Ohio.

Lodi & Hackensack

- The Boys & Girls Club of Lodi re-opened on November 9th after repairing key program areas from damage done by the flood associated with Hurricane Irene and is now serving more than 150 youth a day in their afterschool program. The Club received an outpouring of support from the community, local businesses and corporate partners including a \$25,000 individual donation from Paul & Virginia Patti, longtime supporters of the Club and \$5,000 worth of electronic equipment including flat screen TVs and gaming systems donated by Walmart. Although the Club is back in operation, they are currently conducting a campaign to raise funds for a pump system that would prevent future flood damage. To help in this effort contact Shane Sudol at 973-473-7410.



Paterson/Passaic

- Director of Operations, Giovanni Restrepo received an Adult Service Award on Dr. Martin Luther King Jr. Day from the New Jersey Community Development Corporation for his service to youth in Paterson and Passaic.

Union

- Chief Executive Officer, Russell Triolo, has been named as a Master and Mentor of the Academy of Boys & Girls Club

Professionals. Russell will be installed in an induction ceremony at the 2012 National Conference in San Diego, California. This honor recognizes his significant contributions to the youth, staff and profession of Boys & Girls Clubs.

Vineland

- Received a \$75,000 Maytag Dependability Award for its Youth for Change (Y4C) program. The Y4C program is a comprehensive program for teenagers that focuses on academic excellence, community service, career and college preparation.
- Received a grant from the Cumberland County Cultural & Heritage Commission to create a mosaic and found art sculpture garden at its Carl Arthur Recreation site. The sculpture garden is part of the Vineland Community Garden (Project GROW) which was started in 2009 to grow flowers and produce for Club members' families and the surrounding community.

Gloucester

- Robert Taylor has joined the organization as the new Chief Professional Officer. Mr. Taylor has more than 25 years experience in the Boys & Girls Club Movement and most recently transformed the Boys & Girls Club of Monmouth County.

Newark

- Honored Shaquille O'Neal, a former Boys & Girls Club of Newark member, at the BGCN's 24th annual Evening of the Stars Gala at the Prudential Center. O'Neal received the William "Jazz" Jones Brightest Star Award for his continuing commitment to the city.

Trenton

- Received a \$290,000 grant from U.S. Soccer Foundation towards a two year implementation of a new soccer program called "Soccer for Success," an after-school, sports-based, youth development program that uses soccer as a tool to combat childhood obesity, provide nutrition education, and offer mentorship to children in at-risk communities.

Monmouth

- Welcomed Douglas Eagles as their new Chief Professional Officer. Mr. Eagles has demonstrated a long standing

commitment to the youth in Monmouth County. He comes to the Club most recently from Urban Promise International, a nonprofit organization focused on replicating the holistic youth-development model of Urban Promise U.S.A. where he served as their Director of Leadership and Development.

NJ CONNECTION

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OH! WHAT A NIGHT!



THE MIDTOWN MEN, Event Chair, Michael C. Carbone, Senior Vice President TD Bank Group, Regional President for TD Bank's metro PA/NJ Market

On Friday, March 30, 2012, THE MIDTOWN MEN, the 4 original stars from the Broadway cast of *Jersey Boys*, put on a thrilling performance at the Resorts Casino Hotel in Atlantic City. The *Sounds of Spring* made great music for Boys & Girls Clubs in New Jersey by raising almost \$130,000 with a one-of-a-kind concert experience celebrating the music that defined the 1960s.

Tony-Award winner Christian Hoff, Michael Longoria, Daniel Reichard and Tony-Award nominee J. Robert Spencer, shared their own unique sound and chemistry singing the hits of The Beatles, The Beach Boys, The Jackson Five, The Mamas and The Papas, the Four Seasons in an electrifying and heartfelt concert that thrilled the audience of more than 800 guests.

Prior to the show THE MIDTOWN MEN visited the Boys & Girls Club of Atlantic City to provide a performing arts workshop for Club youth. The guys received a tour of the Club from 2010 Youth of the Year winner, Frankie Watson and showed more than 35 Club members some dance moves and harmonies.

The Sounds of Spring was hosted by Terry Ruggles of NBC 10 and chaired by Michael Carbone, Regional President, TD Bank. Carbone kicked off a mobile giving campaign which raised more than \$7,000

for the Dennis Gomes Scholarship Fund in just 20 minutes. Dennis Gomes, former owner, president & C.E.O. of Resorts Casino Hotel had signed on to co-chair the event but passed away unexpectedly. Funds raised in his name will be utilized to support summer camp for at risk youth. To donate to the campaign, text Begreatnj to 20222 and \$10 will be added to your monthly phone bill.*

Another highlight of the event was the reception honoring one of the Garden State's finest leaders: Senate President Stephen M. Sweeney. Senator Sweeney has served in the Senate since 2001 and is a strong advocate for the children and families in New Jersey. He was presented with the Boys & Girls Clubs Humanitarian Award.



Humanitarian Honoree: New Jersey Senate President Third Legislative District with 2011 New Jersey Youth of the Year Frankie Watson, Boys & Girls Club of Atlantic City

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Text **BEGREATNJ** to 20222
to make a \$10 donation.



UPCOMING EVENTS



BOYS & GIRLS CLUBS
IN NEW JERSEY

822 Clifton Avenue
Clifton, NJ 07013

MAY 22nd

**Youth of the Year
Recognition Dinner**

Trenton Marriott

SEPTEMBER 15th

**Boys & Girls Clubs
Day for Kids**



OCTOBER 16 – 18

**Northeast Regional
Leadership Conference**

Sheraton Hotel & Convention
Center, Atlantic City

NOVEMBER 1st

2012 Concert for Kids

New Jersey Performing Arts Center
Newark

GREAT FUTURES START HERE.