BOYS & GIRLS CLUBS OF GREATER SAN DIEGO

CHANGING LIVES

CORPORATE PARTNERSHIPS
Our Mission

To inspire and enable youth to achieve academic success, build good character and responsible citizenship, and make healthy lifestyle choices.

About Us

*Changing Lives* is more than something we say – it is something we do. We are proud that we have been serving the San Diego community for over 75 years. What started as one clubhouse in Logan Heights back in 1942, has now grown to be one of the largest Boys & Girls Clubs in the country, serving over 30,000 youth each year.

Our enriching after school programs focus on academic success, good character and healthy lifestyles. We transform young people’s lives and help them grow up to be caring, productive, civic-minded and successful citizens of their communities.

We believe that children in the communities we serve deserve access to quality programs that create impact, are intentional in their delivery, and use state of the art technology that compels kids to BE GREAT. We want our members to have a safe place of their own to go to after school, to receive first class mentoring, and to participate in a support system that holistically serves the child.

We invite you to join us in our transformational work. Your financial support will ensure that we can continue to provide the youth we serve with all of the life changing support they need. With your help, we will make a difference in the lives of San Diego’s young people today, and well into their future.
Healthy Lifestyles

Academic Success

Character Development
GCGSD works to encourage healthy habits in our club members by teaching them the importance of eating healthy and exercising, while keeping activities fun and engaging. Members learn the importance of making sound nutritional choices, and incorporate regular physical activity into their daily lives.

“I eat healthy everyday so I can grow REALLY tall and make baskets!”

- Esteban

Esteban, Age 7

Esteban stays healthy by eating cheese and almonds for snack. He enjoys playing basketball and tag with his friends at the Club!
This campaign highlights the importance for our young community members to lead active, healthy lifestyles. Club members participate in programs that promote health and wellness while raising funds to support our mission.

In July, over 500 club members come together to participate in a celebration of fitness and healthy competition in a one day Olympic-styled sporting event.

A track meet exclusively for girls which helps build confidence and self-esteem through team building and healthy competition.
Academic Success

In many cases, BGCGSD staff are the main source of academic assistance for our members. Through our academic success programs, members develop a sense of confidence about their ability to learn, and receive the support they need to succeed academically.

“Math, science and art - I can do it all! I think I would make a fun teacher!”

- Kendra

Kendra, Age 11

Kendra has been a club kid since kindergarten. She considers herself a mentor to her younger siblings and Club members and hopes to become an elementary teacher when she grows up.
Our STEM program offers a hands-on, activity-based STEM curriculum that helps our club members gain the skills required to succeed in today’s high-tech world. This includes the ability to think critically and solve complex problems.

Summer With A Goal provides the educational learning experience that can help prevent summer learning loss. SWAG allows members to participate in a variety of educational activities that reinforce academic concepts and focus on: Literacy, STEM and the Arts.

Many of our club members return to school each fall without basic school supplies. Our Back 2 School Drive provides members with the essential supplies needed to start the school year right.
GCGSD believes in the potential of each of our members and strives to provide them with the necessary tools to become good citizens of their communities. We have adopted the CHARACTER COUNTS! curriculum which provides strategies and tools to foster positive social and emotional skills that will be beneficial in their daily lives. The core values of the program, known as the Six Pillars, highlight trustworthiness, respect, responsibility, fairness, caring, and citizenship.

“*My superpower is kindness.*”
- Keith

**Keith, Age 6**
Keith has an amazing gift of making friends! At the Club, he is a member of the Super Hero Lunch Squad. Their mission is to ensure no Club kid ever eats lunch alone, especially new members!
Youth of the Month/Year Program

This recognition program celebrates the extraordinary achievements of our Club members. Members who earn this title embody the values of leadership service, academic excellence and healthy lifestyles.

Junior Leaders

This specialized program recognizes and develops youth who are committed to giving back and positively impacting their Club and their community. Club members learn about leadership, community service, and career exploration.

Character Counts!

This program instills positive mindsets and character traits to help students reach their full potential. Members learn how to become responsible citizens and live happy and fulfilling lives.
Choose Your Passion

Your Journey Begins Here
We believe that each partnership should be unique and mutually beneficial. We are committed to providing our partners with the knowledge that they are aligned with an organization that strengthens their community, as well as ensuring the highest levels of publicity so that we may inspire others with our partners’ generosity.

Corporate partnerships are recognized for one year and begin at $5,000. Corporate benefits can include website recognition, event banners, logo on participants’ shirts, social media and employee involvement.

Michael & Claire, Age 9
Thanks to donor contributions, Michael and Claire are able to attend the Club and utilize our enriching after school programs and day camps.
Community Visibility

- One (1) live on-air interview with media partner (if available)
- Company logo on three (3) program event banners
- Company logo on three (3) program event t-shirts
- Company logo on three (3) program event signs
- Banner with company logo in a prominent location at the branch of your choice for one (1) year
- Full page ad in our signature event program, An Evening of Changing Lives

Online Marketing

- Recognition as a Corporate Partner with company logo on home page of SDYouth.org for one (1) year
- Company logo on dedicated Corporate Partners page of SDYouth.org for one (1) year
- Two (2) featured partner stories on SDYouth.org with link back to your company website
- Company logo on three (3) event websites and related webpages
- Company logo embedded in the footer of the homepage of the branch of your choice for one (1) year

Angel, Age 9

Angel’s advice for a bright future consists of studying hard, eating healthy and ALWAYS being kind to others. Angel wants to be a police officer so she can make the world a safer place.
Social Media Promotion

- Company logo featured in the banner image of our social media sites during promotion of one of our Club events
- One (1) post welcoming company as a new partner
- One (1) post featuring company in the community partner spotlight
- Five (5) additional social media posts over the course of one (1) year

Engagement Opportunities

- Two (2) Bronze Circle table seats at our signature event, *An Evening of Changing Lives*
- Invitation for company engagement/volunteering at all program events
- Opportunity for Club members to engage with your employees on (1) one specialized project at your business.

$10,000

**Community Visibility**
- Company logo on two (2) program event banners
- Company logo on two (2) program event t-shirts
- Company logo on two (2) program event signs
- Banner with company logo in a prominent location at the branch of your choice for one (1) year
- Half page ad in our signature event program, *An Evening of Changing Lives*

**Online Marketing**
- Recognition as a Corporate Partner with company logo on home page of SDYouth.org for one (1) year
- Company logo on dedicated Corporate Partners page of SDYouth.org for one (1) year
- One (1) featured partner story on SDYouth.org with link back to your company website
- Company logo on two (2) event websites and related webpages

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Emma, Age 10

Science is Emma’s favorite subject in school, but she can’t help giggling at the word “parallelogram.”
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- Three (3) additional social media posts over the course of one (1) year

Engagement Opportunities

- Invitation for company engagement/volunteering at two (2) program events
$5,000

**Community Visibility**
- Company logo on one (1) program event banner
- Company logo on one (1) program event sign

**Online Marketing**
- Recognition as a Corporate Partner with company logo on home page of SDYouth.org for one (1) year
- Company logo on dedicated Corporate Partners page of SDYouth.org for one (1) year
- Company logo on one (1) event website

**Social Media Promotion**
- One (1) post welcoming company as a new partner
- Three (3) additional social media posts over the course of one (1) year

**Engagement Opportunities**
- Invitation for company engagement/volunteering at one (1) program event

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*Ava & Ben, Age 7*

Ava and Ben have been Club kids since kindergarten. If they had one wish it would be to get all A’s in school and work at the Boys & Girls Club.
Special Conditions

Media Coverage: Partners receiving media opportunities are not guaranteed to be aired and are subject to being rescheduled or canceled due to breaking news stories.

Event Selection: Access to events will be mutually agreed upon between BGCGSD and community partner

Corporate Partnerships are not exclusive. BGCGSD will make every effort to provide equal and impartial exposure to all Corporate Partners in accordance with their level of giving.

In-Kind Partnerships: Partners providing in-kind products valued at $1,000 or more will be recognized on marketing materials on the day of the event.

BGCGSD will not endorse products, promote the sale of products or mandate that our clubs endorse, purchase or sell any products or service. All corporate funds are marked as unrestricted gifts unless specified otherwise.
The Ultimate Summer program gives Club members a chance to participate in fun activities, field trips, and special events while also taking advantage of the quality programs that the Club offers year-round. On average, our summer camp programs run 9 weeks in 11 different communities throughout San Diego County. Our footprint will allow us to ensure the highest levels of publicity for your company. **Benefits include:**

- Corporate recognition, logo placement on all camp shirts, visibility at all Club sites, summer events, and social media.

### Scholarships

Many of our members would not be able to attend the Club if it was not for the generous support of our donors. By providing scholarships for day camps, sports leagues, or transportation, our families who need us the most can be assured that their child will have a safe place to go after school. All giving levels are welcomed.

### Corporate Engagement

Companies reap huge rewards by connecting employees to worthwhile causes in their communities. The BGCGSD welcomes volunteer groups from corporations who want to contribute to their communities in a meaningful way. Whether taking part in the “Club’s Experience” once a month or once a year, volunteering will not only make a difference in a child’s life, it will make a positive impact on your employees and your business as well.

- Adopt a family/host toy drives during holidays
- Assist members during homework hour
- Club beautification projects*
- Participate in STEM activities*

* Additional costs involved

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**Ultimate Summer Camp**

*Commitment must be made by 3/31

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* Additional costs involved
Custom Packages

Don’t see the perfect package for you? Tell us what’s important for you and we’ll create a personalized proposal.

Special Events

BGCGSD hosts special events to engage our community, and to raise funds and awareness to support our mission.

Please consider joining us for these wonderful events.

- An Evening of Changing Lives (September)
- Borrego Springs Golf Classic (February/March)
- Don Coryell Charity Golf Classic (October)