

20 IMPACT 21 REPORT



The Cindy Platt
BOYS & GIRLS CLUB
OF TRANSYLVANIA COUNTY



THANK YOU TO OUR

It has been a challenging yet exciting year. As the Club came out of the restrictions of COVID-19 and its curtailing effects on attendance and activities, the Club had the good fortune to acquire the Marcum property, which is adjacent to the existing campus.

This acquisition triggered expansion planning to include bringing the Teen Center on campus, expanding the existing facilities to accommodate additional Pre-K to 5th grade students and to substantially expand our recreational facilities. This planning has positioned the Club to begin a \$7.5 million fundraising campaign in the upcoming year. Transformational is an understatement as we begin this project, "Building a Place to Belong", which will allow the Club to serve up to 25% of the students in Transylvania County.

There were many other accomplishments too numerous to list in this letter, but are available in the annual report. Without the excellent staff, the engaged Board, and the continued support of our generous community, the Club would have been unable to provide support and encouragement to the community youth and families we serve.

We look forward to sharing more exciting news as we begin a new chapter of The Cindy Platt Boys & Girls Club of Transylvania County as the expansion goes from a dream to reality - and how you can get involved in Building a Place to Belong.



Jim Cruickshank
2021-2022 Board Chair



CLUB COMMUNITY...

As I reflect on the year 2021 I am filled with mixed emotions. The year held both high highs and profound lows. As an organization we took a critical first step in addressing the homeless and transient nature of our teen program and longstanding waitlist by purchasing the adjoining Marcum property and planning for what will be a transformational expansion to our Club campus. The possibilities that this acquisition provides for our community are huge and the impact will have ripple effects for generations to come. This is truly **GOOD NEWS!**



However, as a community we suffered in the wake of three high school suicides. The lingering impact of COVID-19 has left its mark. Kids and teens across the county suffered from extreme periods of isolation and disconnection. The schools saw both grades and attendance drop. And yet, this community is resilient. In the face of pain and tragedy students linked arms and marched, community leaders gathered together to discuss ways to better support youth mental health, and yard signs flooded the county in support of our teens.

The Club is performing a vital community role. We all need someone in our corner cheering us on, showing us there is still hope, and helping us find purpose as we learn and grow. The Club is filled with trusted and caring adult mentors and cheerleaders who provided just that for the more than 450 students who walked through our doors in 2021. Because of **YOU** those kids and teens were heard, supported, cared for, and loved.

Together we are making a difference. Together we are helping Transylvania kids and teens discover their unique GREAT FUTURES.

With sincere gratitude,

A handwritten signature in black ink that reads "Sarah St. Marie".

Sarah St. Marie
Executive Director



Welcoming Back Volunteers with Open Arms



17 volunteer tutors provided
246 hours of virtual and
in-person tutoring



Blue Zones chefs led **4** teen
cooking classes with our
older members



We set a record with **63**
volunteers that provided over
900 hours of service directly
to our Club members



By The Numbers

We served
422
members



130
participated on a
sports team



42% of members
have been coming for
more than
2 years



We served
66 non-Club kids
through our sports
teams and
teen nights

22 teens
participated in
Lyricism, a program
for teens to explore
hip-hop as an art form
and cultivate their
creativity



Learning for Justice

In the summer of 2021, we launched a program called Learning for Justice. This program is designed to teach our members what diversity, equity, and inclusion looks like in community.

- ▶ 100% of members surveyed in groups 1st-3rd said they know how to be a good friend to those around them and 93% were able to name at least one way they could be a good friend.
- ▶ 75% of members surveyed in groups 4th-6th said they know it is okay to disagree with someone and that they learned how to address and deal with conflict.
- ▶ 84% of members surveyed in groups 4th-6th said they learned about cultural identity and accepting cultural differences.
- ▶ 77% of members surveyed in groups 4th-6th said they learned about identifying gender stereotypes.



48
unique members
were served
through Academic
Study Plans

208 members
participated in
STEM and **73%** said
they learned about
at least 1 new STEM
career



The Arts



Jessica Ramirez, the Club's first full-time Art Director

After a few years at the Club, Jessica began to share her artistic talents. She would often use her own time, and many times her own resources, to create special art projects with small groups of Club members. These projects were typically given to donors or were auctioned off at Club events.

At this time we had a staff member planning and leading art, but this responsibility was gradually shared with Jessica. In early 2020 the responsibility of leading, managing, and facilitating our art program was transferred to Jessica completely. Shortly after this transition, Jessica (with the help of other staff members) applied for and was awarded Michael's MAKE Space grant (\$25,000!). With her newly established authority to plan and run our art program, and the funds to provide our members with one of a kind experiences, Jessica turned our mediocre art program into an instant Club favorite.



Within the Club, Jessica has created a program that youth of all ages want to participate in. In fact, participation and engagement during art, specifically among our older grades, is higher than ever. Even members who historically didn't want to participate in art or didn't enjoy art are now willingly engaged. Recently a 9th grader (male student-athlete) said to Jessica, "Mrs. Jessica, the only reason I come to art is you and how fun you make this art class." The impact can be seen in survey responses from some of our older members who have been attending the Club for several years (see next page).



76%

of teens said that over the last two years the type of art projects they were able to do had improved

61%

of teens said they enjoy art more now than in years past

76%

of teens can name at least 4 elements of art

75%

of teens stated that through art they have learned something new

71%

of teens acknowledged they found art interesting even if it's not their favorite program

83%

of teens reported that art has allowed them to be creative and use their imagination



In the Summer of 2021, four art pieces were made in our “Art for Good Project,” and distributed to businesses in Brevard. These projects were made with good intentions and illustrate concepts learned in art that focus on unity and the celebration of our individual differences.

2021 Was All About Being Together & Being Outside!

Being a kid is hard. Pushing through a global pandemic impacted our members' mental and physical health in ways that we could never have imagined. After months of virtual school and too much time stuck inside, Club staff knew that being outside was more important than ever.

Research states that spending just twenty minutes outside three days a week can drastically boost your mood, alertness, concentration and energy levels, in addition to the camaraderie that comes with being outside with peers.

Members ventured to the pool, explored Davidson River, competed at the Ninja Park, hung out in the garden, went fishing in Connestee, scaled the walls at Brevard Rock Gym, and even went biking on local trails. Our older members got to bounce around at trampoline parks and swim under the waterfalls in Dupont State Forest. Big thanks to the Brevard Fire Department for their continued commitment to fun and providing an epic slip and slide.





“The best part about the rock gym is when we were able to free climb. It was like reading but more challenging, like when you read a 5th grade book but you are only in 3rd grade. Sometimes there are words you know and sometimes there aren't, but as long as you keep trying you will figure it out.”

- Alex K., 3rd grade



“I like picking stuff (in the garden) and watching things grow and my favorite thing is to eat the blackberries. I don't mind pulling weeds but I really do not like the bugs that are out there.”

- Jack C., 3rd grade



“Well I went to the river and I think it was pretty cool. I put my face underwater but I couldn't see anything. Me and my friends sat on a rock and the girls thought there was a catfish down there and they were scared. I hope we get to go back to the river again next summer!”

- Hunter A., 1st grade

232

members participated in at least one outdoor recreation activity during the summer 2021 session

134

members spent time in the garden over the course of the harvest season and harvested **266** pounds of produce



Campus Expansion Project: *Building a Place to Belong*

The Cindy Platt Boys & Girls Club of Transylvania County is launching a capital campaign to expand the footprint and capacity of our Clubhouse. Our proposed expansion will eliminate our waitlist, bring our teens home, and Build a Place to Belong.

In 2017 our teens outgrew the space provided to them within our Clubhouse and have been moved from place to place ever since. As an organization we are committed to investing in youth from kindergarten through graduation and recognize that in order to fulfill this commitment we need to invest in our teens and provide them with a space that

“Our teens need a place where adults are helping them reframe the negative voices they are encountering every day. They need a place where they can be free from toxic stress. If that is the agenda of the Boys and Girls Club Teen Center, I will be its biggest champion.”

**Barbara Grimm
Principal of Davidson River School**



is truly theirs, a place where they can belong. Furthermore, our Club has managed a growing waitlist and physical restrictions have capped our ability to serve Transylvania youth in need of a safe place to learn and grow during out of school time.

Our Club expansion will feature a brand new 7,200 sq foot Teen Center with the capacity to serve 125-150 middle and high school students daily. This new facility will include common areas for our middle and high schoolers to gather—lounges/cafes with a full kitchen bookending opposite sides of the building. The teens will also enjoy a private courtyard, 5 multi-purpose classrooms that can be used for homework help, art, college preparation, resume building, etc., a washer and dryer and shower for

“It’s really important to be present with the kids in the moment. You have to show up when others don’t, and have time for spontaneous interaction. With teens, the best thing to do is not to program every bit of their time, but to create some space to be with them.”

**Sheriff David Mahoney
Board Member**



teen use, a supply closet stocked with hygiene products, program offices, and more.

At the main Clubhouse we’ll expand our current footprint by adding 6 new classrooms. With this expansion we’ll be able to enroll 2 groups of every grade, K-5th, which will enable us to serve more elementary school students and eliminate our waitlist.

Our beautiful backyard will be revamped with a new commercial grade playground, a full basketball court, volleyball court, and sports field. This expansion will allow us to serve 425 kids and teens daily, doubling our current impact.

- Ⓐ EXISTING CLUBHOUSE
- Ⓑ FUTURE TEEN CENTER
- SIGNAGE ON BUILDING FACADE
- Ⓒ NEW DROP-OFF AND PARKING
(100 CAR SPACES & 3 BUS SPACES)
- Ⓓ SPORTS FIELDS
- Ⓔ COVERED PLAZAS AND WALKWAYS
- Ⓕ BASKETBALL AND VOLLEYBALL COURTS
- Ⓖ NEW PLAYGROUND WITH SWINGS
- Ⓗ GAGA BALL AND OTHER RECREATION
- Ⓘ ACTIVE PLAY LAWN
- Ⓙ OUTDOOR LEARNING PLAZA
- Ⓚ EXPANDED GARDEN AND OUTDOOR CLASSROOM.
- Ⓛ ENHANCED LANDSCAPE
- Ⓜ STORM WATER FEATURE
- Ⓝ NEW PRIMARY SIGNAGE
- Ⓞ SECURITY FENCE
- Ⓟ TEEN CENTER PASSIVE OUTDOOR GATHERING AND RECREATION SPACE
- Ⓠ FUTURE EXPANSIONS TO EXISTING CLUBHOUSE
- Ⓡ NEW DUMPSTER LOCATION
- Ⓢ NEW SIDEWALK AND STREET CROSSING
- Ⓣ PROPERTY LINE LANDSCAPE BUFFER
- Ⓤ RELOCATED MAINTENANCE EQUIPMENT STORAGE BUILDINGS
- Ⓡ THE SUNSHINE LADY GYM



THE CINDY PLATT BOYS & GIRLS CLUB



Raising Money for the Mission

WOMEN 101 EVENTS HEAD OUTDOORS IN 2021!

BLUE GHOSTS, SIPPING, SHOPPING, MOON GAZING & MORE

After a year of staying safely virtual with no live events in 2020, our Women 101 committee & hosts came up with a perfect plan for 2021! We designed events to be held indoors as well as our great outdoors. First up, and courtesy of D.D. Bullwinkel’s Outdoors and Rocky’s Soda Shop, our spring kickoff found us all happy to see each other at Pink Beds picnic area near the Blue Ridge Parkway for an evening to view the elusive Blue Ghost Fireflies. Next up in June we were sipping and shopping in Theophilus for a fun night in support of the Club. Fast forward to the fall and D.D.’s and Rocky’s presented “Moon Pies & Moonshine” at Bent River Farm with an engaging science lesson from Dr. Mike Castelaz from Brevard College. We rounded out the W101 year with a jolly Jingle Belles Brunch at Theophilus. And by year end our Women 101 giving circle had raised almost \$21,000 for our Club!



LIVE FROM SHUFORD FARM...

A SELLOUT FEATURING LOCAL FAVORITE STEEP CANYON RANGERS

We knew that beautiful Shuford Farm (home of Clay & Lisa Sykes) could crank out some mouth-watering BBQ, but we were delighted that they would say “Yes!” to hosting an intimate concert with the Steep Canyon Rangers. Limited tables were quickly purchased online by fans of the Rangers and friends of our Boys & Girls Club who were eager for a night of music. Gracious tablescapes were set with wine and charcuterie boards for guests to enjoy. For donors who preferred to watch from home, the concert was also live streamed with the option to make a donation. This memorable night of bluegrass - held in the “hayloft” of Shuford Farm - brought in over \$30,000 for our mission. Thank you to all who made this one-time special event such a smashing success.



More Annual Fundraisers Garner Great Support

HONORING NEW PARTNERS CLUB MEMBERS WHO MAKE A DIFFERENCE

Each year we have the honor of inducting our friends and supporters into Partners Club, recognizing lifetime giving of \$25,000 or greater. Our new members for 2021 are:

Kay and George Hodges
ONE Church

Frank and Donna Patton
Young & McQueen Grading Company



Clay Sykes in front of his smoker. It can smoke 100 Boston butts at a time.



MOUNTAIN SONG FESTIVAL TRIUMPHANTLY RETURNS

Easing back into Festivals in 2021...

With a slight tweak here and there, we were finally able to celebrate the 15th annual Mountain Song Festival. This highly anticipated return did not disappoint! Headline artist Mavis Staples and our hometown Grammy winning host band Steep Canyon Rangers brought the Mountain Song Festivalgoers to their feet and brought the dollars into our Club doors with over \$140,000 raised through this fall festival favorite.

BBQ FAVORITE HELD IN OCTOBER

What began in 2015 as a great reason to gather a handful of Clay's friends at Shuford Farm on a Friday night and smoke some BBQ butts (plus raise a little money for the Club), has now grown into a branded event with a devoted following! Whether you buy the BBQ to enjoy at home, choose to donate a BBQ butt to Bread of Life, or just love to join in and donate in honor of friends Clay & Lisa Sykes, everyone enjoys Clay's "secret" BBQ recipe. And who can deny Clay's unwavering work ethic? An epic 18 hours for our Club! In 2021, a whopping \$55,000 was raised. And remember, only 100 smoked BBQ butts are sold at \$50 each. This event is much more than just BBQ!

GIVING TUESDAY GRAND SLAM!

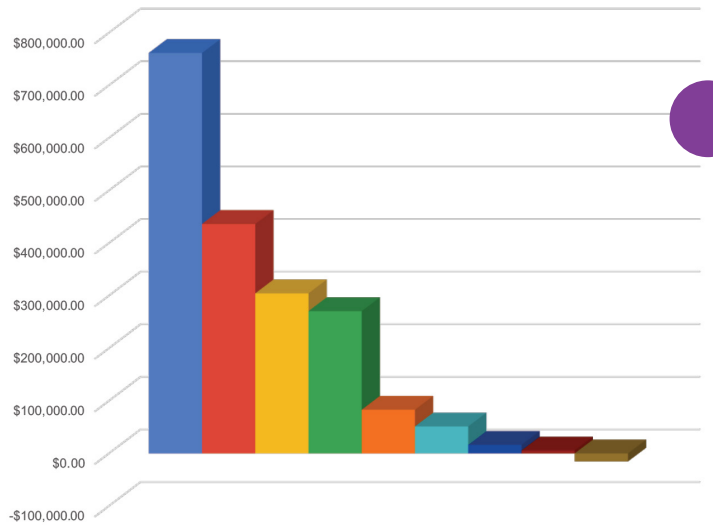
Teamwork made the dream work. Our Giving Tuesday goal was \$100,000. We had a \$50,000 match to earn. Our board of directors rustled up \$13,000 to match GT donations dollar for dollar...plus two anonymous donors agreed to match the first \$37,000. One surprise donation after another brought our Giving Tuesday one-day total to a staggering \$131,500! Thank you for investing in our children and their futures.

2021 Financials



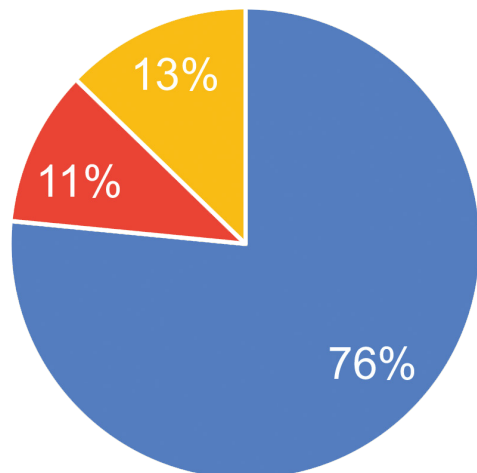
Income - \$1,913,671

- Contributions - \$761,513
- Grants - \$436,335
- Realized & Unrealized Gains - \$304,341
- Special Events & Fundraisers - \$270,554
- Investment Income - \$83,104
- Program Fees - \$51,360
- Building Rental and Income - \$16,200
- Other Income - \$5,515
- (Loss) on Disposal of Assets - (\$15,251)



ADDITIONAL POINTS FOR CONSIDERATION

- The Grants total includes Payroll Protection Program (PPP) funding that was forgiven in 2021, used for 2020 payroll expenses. The total PPP amount was \$152,600.
- A total of \$225,500 in both Grants and Contributions was received as restricted funds and did not support budgeted operating expenses. \$81,500 was carried over into 2022 as restricted funds.
- In March 2021, the Club closed on the adjoining Marcum's property, which was an acquisition of \$525,454. This purchase was properly recorded on the Club's balance sheet under Land and Buildings, and is not reflected in expenses.



Expense - \$1,262,578

- Program Services - \$966,368
- Management & General - \$135,095
- Fundraising - \$161,115

Audited by Carland & Anderson, Inc. Certified Public Accountants who issued an unmodified opinion on our 2021 financial statements.

Please visit www.bgctransylvania.org/financials to view our audited financials in their entirety.

Board of Directors

2021

Jim Cruickshank - President

Ken Franzen - Treasurer

Laurie Strayhorn - Secretary

Don Gentle - Past President

Parker Platt - Founder's Son
and Past President

Meredith Baldrige

Hannah Camenzind

Martha Carlton

Mark Emory

Andrew Freeman

Miranda Fuleihan

Keith Hawk

Sheriff David Mahoney

Rhodney Norman

Carrie Norris

John Skelton

Nick Sotirakopoulos

Clay Sykes

Frank Tindall

Mickinzy Wevley

2022

Jim Cruickshank - President

Ken Franzen - Treasurer

Laurie Strayhorn - Secretary

Don Gentle - Past President

Parker Platt - Founder's Son
and Past President

Meredith Baldrige

Hannah Camenzind

Martha Carlton

Mark Emory

Andrew Freeman

Miranda Fuleihan

Keith Hawk

Jonathan LaRocca

Sheriff David Mahoney

Patricia Mercaldo

Rhodney Norman

John Skelton

Nick Sotirakopoulos

Clay Sykes

Frank Tindall





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