



Boys & Girls Clubs
of Calgary

Rotary Club of Calgary Sarcee
C/O Rob Clarke
drclarke@chirozone.ca

Dear Rotary Club of Calgary Sarcee Members:

Thank you for accepting this proposal from Boys and Girls Clubs of Calgary for the proceeds from the 2012 Art Auction.

Our most pressing capital need is for a 24-passenger bus for the Thorncliffe Boys and Girls Club. They are currently using a 1995, 15-passenger van to transport children, resulting in high maintenance costs and the inability to transport required numbers of children. Our research has indicated that 24 passenger busses are the most cost effective and safe vehicle for transporting groups.

The cost of the bus is beyond the total proceeds of the Art Auction, but Boys and Girls Clubs of Calgary will identify another donor that will provide matching funds.

If we are selected for the 2012 Auction, we have plans in place to assist with both ticket sales and auction items. We also plan to thank Rotary Club of Calgary Sarcee members through signage on the bus an announcement to the media, a story on our website and listing in our annual report.

Thank you for reading the attached proposal. I am available for further questions, and ,if you wish, to speak to your committee or larger group about the Thorncliffe Boys and Girls Club and the changes that will occur with improved transportation for children and their families.

Sincerely,

A handwritten signature in black ink that reads "Diane Reid". The signature is written in a cursive style and is placed on a light pink rectangular background.

Diane Reid, CFRE
Director of Donor Relations



Boys & Girls Clubs
of Calgary

Proposal for 2012 Art Auction

Rotary Club of Calgary Sarcee

September 9, 2011

Submitted by:

Diane Reid, CFRE
Director of Donor Relations

Boys and Girls Clubs of Calgary

731 13 Avenue NE
Calgary, Alberta T2E 1C8
dreid@bgcc.ab.ca
403-717-2695

Charitable Registration No: 106804669 RR0001

Thank you for making Boys and Girls Clubs of Calgary *a good place to be.*



For over 72 years the Boys and Girls Clubs of Calgary continues to make a positive impact in Calgary's youth community

Boys and Girls Clubs of Calgary (BGCC) has shown outstanding community stewardship. The agency has recently been recognized by Eva's Initiatives and CIBC for innovative services to homeless youth, by the Mayor's Awards for Excellence for our partnership RADAR program, and BGCC is also a recipient of the Calgary Stampede Western Legacy Award for Sustained Contribution (Group).

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Your contribution to the Boys and Girls Clubs of Calgary enables us to build upon our shared ideals for growth in our communities, through advocacy, leadership and engagement of over 38,000 children, youth and families.

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Proposal for Rotary Club of Calgary Sarcee Art Auction, 2012

Boys and Girls Clubs of Calgary requests funding for a 24 passenger bus, to be used to transport children to and from home, school and the Thorncliffe Boys and Girls Club.

Transportation has been identified as the largest barrier for low-income families' participation in Boys and Girls Clubs programs; one bus purchased through the Rotary Club of Calgary Art Auction would result in an estimated 3,800 trips for our members in the first five years of bus usage.

Community Clubs are located in Calgary's most vulnerable communities. High crime rates, high numbers of Calgary's newest immigrants and refugees, and low socio-economic rates are all variables that contribute to the need for Boys and Girls Clubs. Calgary Housing Complexes are close in proximity to the 7 Clubs with a large percentage of children ages 6 to 12 years of age that do not participate in any form of after-school programming. Cost and availability of transportation to and from programs are major barriers for these families as more than 75% of our families served earn less than the Low Income Cut-Off (LICO is about \$33,000 for a family with three children). The ability to offer transportation pick up and drop off for the kids so they can attend the after-school and evening programming is a vital component to their participation. This ability also lends to the unique service structure Boys and Girls Clubs of Calgary is able to offer families.

Research shows that regular participation in structured, high-quality after-school programming supports the healthy physical, social, and emotional development of children and youth. However, studies completed by The City of Calgary and others indicate that many Calgary children and youth spend their after-school hours engaged in unstructured, unsupervised activities"¹. The inability to afford after-school programs for many families can mean children are unsupervised (as many parents are working multiple jobs). This can lead to criminal behaviour, risk taking, and/or poor choices. Prevention focused services offered during the critical hours (hours between 3pm and 9pm) are proven to have a positive effect on kids and the community. Kids are less likely to engage in criminal activity and or behaviour, and are more likely to engage in positive choices, demonstrate improved school performance, and become contributing members of society.

Our services focus on children, youth and families impacted by the following risk factors:

- isolation and limited access to resources
- low socio-economic status

¹ FCSS Brief #1 – Positive Child and Youth Development p. 3 After School Programs, and p4 Best Practices in After School Programming, 2009



- underdeveloped parenting and social skills
- exposure to crime and violence
- behavioural and self-esteem issues
- employment and education challenges
- unfamiliarity with Canadian or local culture

Over 30% of our Club membership families come from single-parent homes – a number which on its own does not tell the whole story, but, when one includes the risk factors listed above, the children of single or double parent families without a community resource like the Boys and Girls Clubs, often suffer.

Some live in unpredictable environments that include crime, violence; some are approached by pimps and prostitutes to become involved in the sex trade.

Many are teased and bullied for being poor, some live in public housing complexes and others have to walk home by themselves past drug dealers and other unsavory locations. The majority of these kids will grow up too fast and have lost the ability to dream and to be kids.

Children are profoundly affected by living in poverty and are almost twice as likely as non-poor children to die in childhood. They are more likely to have physical and mental health problems, perform poorly or drop out of school, and engage in dangerous behaviors in their teens (Sustained Poverty Reduction: The Case for Community Action, 2007).

Financial strain impacts families in a range of ways. Studies report low-income parents engage in parenting practices that are less nurturing, offer less attentive supervision, and may be marked by erratic, harsh and inconsistent discipline (Poverty, Parenting, Peers and Crime-Prone Neighborhoods, 2000). One woman living in poverty states “Being poor takes every last bit of your time and energy” (Sustained Poverty Reduction: The Case for Community Action, 2007). When the family unit enters crisis or when risks begin to accumulate for family members, these families often lack the emotional and economic resources to prevent further declines in family functioning. The financial strain the family experiences results in caregiver strain, lack of social support, lowered self-esteem and maternal distress, all of which produces poorer outcomes for children and youth. When factors such as spatially-concentrated poverty, recent immigration, or racial discrimination are factored in, the strains become unbearable for some families.

Through our programs we are able to provide a continuum of services that carry on the tradition of helping young people discover, develop and achieve their full potential by engaging them in activities that challenge and enrich their minds, bodies and spirits and nurture their self-esteem. We build relationships that support them as they overcome

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these barriers and attempt to gain skills that can break the cycle of poverty in their life and help them dream towards a positive future.

We know from parents that transportation to programs is the largest barrier to participation by children from low-income families. That barrier is a result of families without cars, parents working multiple part-time jobs and evening shift-work. The danger of young children without adult supervision using public transportation, our long, dark and cold winters and the troubled neighborhoods in which many of our families live, require that Boys and Girls Club provides transportation.

Busses allow us to pick up children from schools and homes for programs, and will also allow us to take our participants on outings that create opportunities they may not otherwise have. Such opportunities vary from trips to Camp Adventure, the Calgary Zoo, Glenbow Museum, skiing, hiking, rock climbing, swimming, scuba diving and Drumheller, as well as to conferences across the province for youth.

Our ability to transport children to program spaces and enrichment activities gives them an equal opportunity by “leveling the playing field” for low-income children.

Thornccliffe Boys and Girls Club:

The Thornccliffe Club is an Atco trailer attached to Catherine Nichols Gunn School. The Club has a kitchen, but the members use the washroom space in the school. The Club has occasional access to the gym, when it is not used by the school or outside renters. The small space and large need has resulted in the planned use of other community spaces for programming.

The staff describe the Club as “jam packed.” The staff and volunteers not only pick up children at 4 Community Schools (with 11 children currently on a waiting list because the 16-year old, 15-passenger van cannot accommodate them) for after school programs, they also identify that taking the children to other public spaces in Thornccliffe such as the Library and Pool, as an essential part of programming.

This proposed 24-passenger bus, located at the Thornccliffe Boys and Girls Club, will eliminate the current waiting list for children unable to attend the after school programs because they require transportation from school, as well as increase the number of children who can participate in off-site programs.



Overview of Thorncliffe/Greenview Community:

Statistically:

- 22% are new Canadians
- 1 in 5 has a disability
- The community is extremely transient; 40% have moved to the community since 2006,
- 20% of Thorncliffe/Greenview citizens live below the low income rate, and 10 % of the citizens have household incomes below \$20,000
- 70% of the homes are duplexes or row housing
- High population of renters

Demonstrated success in supporting a family in Thorncliffe:

A single mother with three children in the Thorncliffe Club had been identified by Child Welfare as unable to care for her children, and they were to be moved to foster homes. The mother's sister, the children's aunt, did not want her nieces and nephew to grow up in foster care, so chose to accept responsibility for raising the children. She suddenly became a single, working, mother of three children.

She immediately turned to the Thorncliffe Club for help, as the children were already members there. The staff now pick up the three children after school five days a week, and they participate in after school programs until their aunt finishes her day at work. The Club subsidizes the children's programs, provides snacks and meals for the children, and ongoing support for the inexperienced new mother.

Service to this family, like many others in the community, is dependent on our capacity to transport children and their families to and from programs.



Vehicle Budget

Budget for five 24 - Passenger Buses
Based on Ford Eldorado Aerotech 240

	One year
24 Passenger Bus with parcel racks and seatbelts	\$71,000
Signage	1,000
Total	\$72,000

Request:

Boys and Girls Clubs of Calgary request the proceeds from the 2012 Rotary Club of Calgary Sarcee Art Auction, to be applied to the purchase of a 24-passenger bus for the members and their families in the Thorncliffe Community.

Boys and Girls Clubs of Calgary will be responsible for identifying a donor to match the gift, to complete the purchase price.



Board of Directors

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