

Campaign Purpose and Outcomes

1. What is the purpose of the campaign?

The Boys & Girls Clubs of the Coastal Plain is raising \$35 million to serve more youth in our seven-county region. In new, relocated, and renovated facilities, BGCCP will double the number of youth served daily and strengthen programs. We will have a positive impact on every child, encourage more daily participation in Club activities, and enhance the quality of programs for generations to come.

2. How many more youth will the Clubs serve?

Across our seven-county region, our Clubs serve approximately 1,000 students daily, and yet the need is greater. For every child in an afterschool program in North Carolina, three are waiting to get in. We plan to increase capacity to double the number of youth ages 6-18 served daily to 2,000 by 2030.

3. What drives the need for expansion?

Today in our seven-county area, too many children are going home after school to empty houses, struggling to succeed in school, and being pressured to make poor decisions that can negatively impact the rest of their lives. Many of these children are living in poverty and could be served at BGCCP if we had the capacity. Our clubs offer young people ages 6 to 18 what they want and need most: role models who respect and listen to them; a safe environment where they can be themselves and have fun; and constructive activities to channel their youthful energy.

4. What do young people experience at BGCCP?

BGCCP serves youth in eastern North Carolina by providing a safe, positive environment where they can learn, play, and grow. Our caring staff and effective programs encourage young people in our seven-county region to develop good character, learn healthy behaviors, and work toward productive futures. Students who receive academic support typically raise their test scores, often by several grade levels, and are motivated by their success to continue achieving in school.

5. Why philanthropy? Why is the community being asked to contribute?

BGCCP has wonderful support in each of its seven counties, from donors who contribute to annual operating funds and from schools, local governments, and other partners that support the mission. The \$35 million philanthropic campaign builds on this support to help position BGCCP for bigger impact, specifically:

- \$28 million to expand capacity at multiple sites to serve 2,000 youth daily.
- \$7 million to strengthen existing successful programming at all clubs in all seven counties.



6. Why now?

Simply put, more youth need Boys & Girls Clubs. We see rising indicators of need in many areas:

- More NC children are unable to access afterschool programming – 47% in 2020
- More children are suffering with depression and anxiety – a 49% increase in diagnoses from 2016-2020
- More than 1 in 5 high school students reported considering suicide in 2023

Boys & Girls Clubs' approach to positive youth development is anchored in extensive research showing that a quality afterschool environment supports the social, emotional, physical, and cognitive needs of young people. National data shows that high-quality Club experiences drive strong outcomes, and that effects are lasting. BGCCP must expand to offer more youth the services and programs to help them reach their full potential as productive, caring, responsible community members.

7. Why expand impact through BGCCP?

BGCCP supports kids who need it most. BGCCP has more than 3,000 members in its Clubs across seven counties. Among BGCCP families, approximately 42% of households make less than \$25,000 annually, and 95% of our youth are eligible for free or reduced lunch at school. BGCCP offers national programs from Boys & Girls Clubs of America and also develops custom tutoring programs to serve the needs of local youth. These programs are highly successful, for example:

- Club Academy is a local program supporting K-5 students who need extra focus on reading, math, and science proficiency. Last year, 91% of students enrolled in Club Academy earned a C or better on final report cards.
- National Boys & Girls Club data shows measurable impact of programs on youth during their membership, and importantly, long-term influence on their adult participation in civic life.

Expansion Details

8. Are all counties included in the plans?

Clubs in all seven counties will see improvements. The needs for new construction, relocation, and renovation vary by site and county and will roll out in phases. The programming improvements are for all clubs.

9. What are the priorities for new construction?

The campaign raises funds for new facilities in Carteret County (Beaufort), Craven County (New Bern), and Greene County (Snow Hill), and relocation to a new site in Lenoir (Kinston). Growing capacity at multiple sites will allow BGCCP to increase the number of youth served daily to 2,000.

10. What are the details for strengthening programs?

Existing facilities have the space to serve up to 1,500 youth today but all need renovations to improve educational settings as well as investments to deliver expanded programming.

- Renovations at Club-owned sites will support program improvements and include safety and security improvements to entries, restrooms, and fencing; upgrades to support workforce development programs; and improvements to educational settings to include acoustics and lighting improvements and HVAC maintenance. BGCCP owns sites in Beaufort, Carteret, Craven, and Pitt Counties; the locations it does not own will not be renovated.
- Investments in programming across all clubs are in three areas:
 - Academic Success: Club Academy is a local program for grades K-5. Kids are selected for extra focus on reading, math, and science proficiency to help them reach and surpass grade level and to support interest in STEM-related fields. Funding will expand this highly successful program to more Clubs.
 - Good Character and Citizenship: Torch Clubs and Keystone Clubs are national leadership development programs for ages 11-13 and 14-18. Teens elect officers and work together to plan community service and other activities. Funding will expand leadership development to more clubs.
 - Healthy Lifestyles: Social and emotional wellness program expansion is a high priority for all clubs, as communities nationwide are facing what many experts are calling a national mental health crisis for young people. In addition to expanding well-being programs, funds will strengthen healthy lifestyles and workforce development programming.

11. Has BGCCP accounted for higher staffing costs to serve 2,000 youth?

Yes. Campaign funding includes the gradually recurring costs for staffing and training to serve 2,000 youth daily. Budget projections include full-time and part-time positions to serve all clubs, and include Unit Directors, Program Coordinators, Youth Development Professionals, and Membership Coordinators.

Fundraising Campaign Details

12. How is this campaign different from other fundraising efforts at BGCCP?

Building Better Futures is a capital campaign with generational impact. Fundraising for annual gifts to the BGCCP will continue concurrently with the capital campaign to support important operating needs during the campaign period.

13. Wasn't the campaign goal originally \$25 million?

In September 2025, the Boys & Girls Clubs of the Coastal Plain Board of Directors approved an increase in the *Building Better Futures* campaign goal: from \$25 million to \$35 million. The need is driven by our determination to fulfil all campaign priorities despite rising costs and our confidence is fueled by the extraordinary generosity of early donors. Raising the goal during the quiet phase of the campaign positions us to meet both the physical and programmatic needs of our Clubs and the hundreds of children and teens who walk through the blue door each day.

14. How can I be involved?

Please make a financial gift to the campaign through options that best suit your means and interests. Please also help tell others about this opportunity to join the campaign. If you are interested in being an ambassador to help reach out to more potential donors, please contact one of the Campaign Co-Chairs or Brittany Spear, BGCCP Chief Development Officer.

15. How do I make a gift or pledge to the campaign?

Gifts and pledges can be made by completing the Campaign Commitment Form. Payments can be made by: check, credit or debit card, electronic funds transfer (direct debit/online check), stock/securities, IRA rollover (Qualified Charitable Distribution), and donor advised fund. Pledges can be made over three tax years, allowing donors an opportunity to stretch and spread their support over the upcoming years. If you are interested in learning more how to designate BGCCP in your estate plans, please contact us directly using the contact information below.

16. Is my donation tax deductible?

Boys & Girls Club of the Coastal Plain is a 501(c)3 nonprofit organization. The Tax ID/EIN number is 56-0927694. Gifts are tax-deductible to the fullest extent permitted by law. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. The license is not an endorsement by the State of North Carolina.

17. Are naming opportunities available?

The Board of Directors will develop naming opportunities to recognize donors at all levels. The BGCCP campaign team will provide more details as they become available.

18. Whom should I contact with questions?

Please contact Emily Hill, Campaign Coordinator, at (252) 497-3736 or emhill@bgccp.com. Brittany Spear, BGCCP Chief Development Officer and can be reached at 252-670-9463 or bspear@bcgccc.com.



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