ANNUAL REPORT 2020
The mission of Boys & Girls Clubs of Greater Milwaukee is to inspire and empower all young people, especially those who need us most, to realize their full potential as productive, caring, responsible citizens.

2020 Operational Revenue & Expense

Revenue
- Contributions
- Grants
- Service & Rental Fees
- United Way
- Investment Distribution

Total Revenue: $26,105,217

Expense
- Traditional Clubs & Camp
- School Sites
- Programs/Other
- Management & General Operations
- Fundraising/Development

Total Expense: $26,711,317
Dear Friends of the Clubs,

2020 became the year of terms and phrases that most of us had never before included in our vocabularies: COVID, pandemic, unprecedented, quarantine, social distancing, work from home, you’re on mute, face mask, symptoms, essential workers, capacity limits, virtual, and Zoom. These words represent a year of change and evolution that none of us had previously faced in our lifetimes.

When we reflect on 2020, we recognize a journey that began in March with our Clubs closing to in-person service due to the stay-at-home mandate. This was the first domino in a series of events that required us to pivot our entire operation. The mandate meant that thousands of children in Milwaukee who relied on us each day, no longer had safe places to go after school nor meal stability and our 600+ employees were forced to begin working virtually with no preparation or pre-planning. The shutdown of in-person operations resulted in a series of decisions, actions, and policies that enabled us to deliver some of our most important accomplishments of the year. With little to no planning we created a community meal distribution program, we learned to develop virtual programming and shifted the capabilities of our website to serve as a hub for online learning and information sharing. In June we opened 70% of our Club locations to in-person operations and 80% were opened for the fall season. Through it all, our focus was on the health and safety of our members and staff and our stringent policies and cleaning schedules resulted in successful daily operations.

Though we are proud of the work we completed in 2020, it did not come without challenges and at times, heart wrenching decisions and consequences. Club capacity limits impacted the number of members allowed to attend programming each day, hundreds of staff were furloughed for months, 15 were permanently laid off and the financial implications of operating under reduced membership, supplying personal protective equipment, and consistently replenishing cleaning supplies took its toll. Though we implemented savings measures and deeply curtailed spending, the cost to operate the Clubs within the new conditions was significant.

As the leader of 44 Club locations, and a 300-acre camp, it is my responsibility to ensure our 600+ staff deliver for the youth of Milwaukee. With the support of our dedicated staff and the generosity and support of our amazing Trustees, donors, and partners we kept our promise to do whatever it takes for the children of Milwaukee. We opened our doors when others were not able to reopen. Our mitigation plan kept our staff and Club members safe while enjoying in-person activities and we learned that we can be more nimble, creative, and resourceful than we ever thought possible.

For 133 years we have existed to be in service of our members. Despite all that happened, 2020 was no different. The children of Milwaukee come first, they deserve our best, and no matter the obstacle that steps in our path we will continue to rise to the challenge.

Sincerely,

Kathy Thornton-Bias
President and CEO, Boys & Girls Clubs of Greater Milwaukee
Our members’ needs continuously evolved in 2020, but so did we. Over and over again, we pivoted and refocused our work on the areas where we saw the greatest need and where we could make the greatest impact.

- Kathy Thornton-Bias, President and CEO

Demographics

Ages Served:
4-18

Total Youth Served:
14,327

Total Membership:
14,102

Average Daily Attendance:
School Year: 630
Summer: 441

Gender:
Male: 53%
Female: 47%

Race:
- Asian: 2%
- Black or African American: 62%
- Hispanic or Latino: 25%
- White: 4%
- Some Other Race: 2%
- Two or More Races: 2%
- Don’t Know: 3%

Income:
94% of members qualify for free/reduced lunch
The Pandemic

To say that 2020 was a challenging year is a considerable understatement. Collectively, families, communities, and individuals were under more strain than at almost any other time in recent memory. The COVID-19 pandemic, layered with the injustices and systemic racism that plague Communities of Color drove trauma, pain and fatigue to sometimes overwhelming levels. Data shows the COVID-19 outbreak had significantly disproportionate health and economic impacts on the communities BGCGM serves. Long term school closures and work disruptions took a tremendous toll on individuals and families who already lacked resources and access to services.

Our Response

As one of the largest youth-serving organizations in Southeast Wisconsin, it was imperative BGCGM remain open during the pandemic. The Clubs overcame unprecedented challenges in 2020, finding new and inventive ways to support families so young people in under-resourced Milwaukee communities would continue to thrive academically, socially and personally. We prioritized health, safety, nutrition, academics, and emotional wellbeing. We implemented extensive safety protocols in order to provide virtual learners with equitable access to technology and connectivity, as well as supervision during key times of the day. We also served as a critical support system to families experiencing hardships such as job instability, food insecurity, and social disorder in their communities. From pivoting to a community meal distribution program that provided families with more than a quarter million meals, to launching a virtual learning platform with over 6,000 hours of content, BGCGM repeatedly adapted and pressed on, putting the physical and emotional safety of youth at the center of all decisions. The challenges our organization overcame in 2020 stand as a testament to our unwavering commitment to doing whatever it takes to build great futures.
Doing Whatever It Takes

Despite new challenges facing our organization each day, our staff remained committed to our members and our community. From learning how to develop virtual programming, to launching and maintaining a community meal distribution program, to making thousands of wellness calls and socially distanced visits to our members and their families, our staff rose above the challenges and delivered exceptional outcomes.

March - August 2020 - Serving the Community

- 253,000+ MEALS SERVED
- 1,030+ HOURS of educational programming launched on bgcmilwaukee.org
- 6,300 books, puzzles, and activities distributed
- 11,100 1:1 contacts with members and families
- (a+b)^2 =

June 1 - July 6, 2020 - Operations Restart

- 1,550 DAILY STUDENT CAPACITY (50 kids per site)
- 375 STAFF MEMBERS TRAINED
- 155 CLASSROOMS ADJUSTED to accommodate social distancing
- We’re here to help!

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A Day in the Life of a Club Member

The pandemic drastically changed life at the Club for our members. From virtual learning support to unprecedented health and safety measures, the Club experience was reimagined. Here’s a glimpse of what a day at the Club looked like in 2020:

7:00 am  I arrive at Club, put my mask on, and get my temperature and symptoms checked.
7:05 am  I pass my temperature and symptoms check so my Youth Development Professional (YDP) checks my mask, and then I head off to my group.
7:10 am  I join my 10-person group and group leader in my dedicated classroom.
7:15 am  My group leader has laid out breakfast for us, so I grab something to eat and head to my seat.
7:25 am  I power up my Chromebook and pop on my headphones while I fuel up on breakfast. My group leader checks on me one more time before class starts.
7:30 am  My first virtual class starts.
9:30 am  I grab a quick snack in between virtual classes.
10:30 am  **My Chromebook gets low on battery. My group leader checks on me and helps me move closer to an outlet so I can plug it in.**
11:30 am  I wrap up virtual classes for the morning then hang out with my friends quietly until lunchtime.
12:00 pm  My group leader leads us to the cafeteria to pick up lunch. We stay socially distant through the hallways. No mixing with other groups!
12:15 pm  We make our way back to our room and head back to our seats to eat lunch. Everybody stays socially distant while we eat.
12:30 pm  We wrap up lunch and then it’s break time! I get to play Minecraft with my friends.
12:55 pm  My group leader reminds me not to be late for my first afternoon class.
1:00 pm  I join my virtual class just in time for my teacher to take attendance.
1:30 pm  Only one hour of virtual classes to go!
1:45 pm  **I am getting really frustrated with a math problem. I am just not understanding what my teacher is explaining. My group leader comes over to talk it through with me and I finally get it!**
2:30 pm  School is out! My YDP calls us up one at a time to grab a snack and we all pack up our Chromebooks and gear.
2:45 pm  **It’s free time! My group heads to the gym, while the group next to us heads to the games room.**
3:00 pm  I beat my friend at H.O.R.S.E. for the hundredth time this year!
3:30 pm  It’s our turn in the games room!
4:30 pm  My YDP beat me at UNO three times today, but at least I won one!
5:00 pm  My group heads back to our room to get ready to go home. My YDP reminds me to plug in my Chromebook when I get home so it’s charged up for tomorrow.
5:15 pm  I get picked up and finally get to take my mask off!
Making a Difference

Community Meal Distribution
When the pandemic began our staff immediately recognized that most of our Club members were suddenly going to be experiencing meal insecurity. Members of our teams from across the agency banded together to create our first-ever community meal distribution program. The program provided enough prepackaged food to provide breakfast, lunch, and dinner for each child in a home for the entire week. Once per week parents and guardians visited the Club locations, told our staff how many children needed support and our staff boxed the appropriate number of meals and delivered them to the family's waiting vehicles. From March through August our staff distributed more than 253,000 meals.

Davis Dancers Video
In April, seventeen dancers from our Davis Dancers national dance team showed off their incredible dance moves to Milwaukee native, Danny Gokey's viral hit, “Wash Yo Hands”. The dancers inspired everyone to scrub their hands, be smart and have some fun, all from the safety of their individual homes.

Graduation Celebration
A high school graduation ceremony is something everyone anticipates and no one forgets. In 2020, this milestone was canceled. To help students commemorate this proud accomplishment the Graduation Plus Team planned a special event for our high school scholars. In July nearly 100 high school Graduation Plus members participated in our socially distanced graduation celebration, outside our Mardak Center for Administration & Training. The Grad Plus team rolled out the red carpet, erected a stage, and supplied the traditional Graduation music to provide our scholars and their families with a special moment to commemorate the occasion. Scholars heard their names called, received special awards and gifts, and had the opportunity to take photos and celebrate with their families.
Camp Whitcomb/Mason Response

The pandemic began just as Camp Whitcomb/Mason was gearing up for summer camp recruitment. Staff diligently monitored health and safety guidelines put forth by public health officials and government agencies. In the spring, we made the decision that summer day camp would go on with significantly reduced capacity and with safety protocols in place, but that overnight camp would be put on hold for 2020. Despite the smaller roster of campers and staff, Camp remained the same welcoming, loving, supportive community it’s always been known for.

We also launched the Camp@Home experience as part of our extensive online learning portal, Clubs@Home. Camp@Home brought the Camp experience into the homes of our campers in new and creative ways, with recipes, scavenger hunts, games, songs, and more.

Then, on the heels of a healthy, safe and successful in-person summer program, we launched our first-ever Study Camp, a unique program that offered an alternative to online learning at home. Our incredible Camp counselors supported students as they studied independently or while learning on their school’s synchronous learning schedule. Our study spaces were equipped with WiFi, heat and air conditioning and we had extensive safety protocols in place, including an indoor mask mandate, social distancing, and extensive cleaning procedures. The program also gave students much-needed non-screen time, enjoying traditional camp activities in small groups outdoors. Study campers received the most unique learning experience of their lives.
Youth Of The Year

We are excited to introduce you to not only our 2020 Milwaukee Youth of the Year, but the 2020 FOX Sports Wisconsin State Youth of the Year, Anya Ramos! Youth of the Year is the highest honor given to a Boys & Girls Clubs member, and we are proud to say Anya possesses all the characteristics we strive to help all youth achieve: she is ambitious, responsible, and she consistently gives back to her community.

In addition to being an honor roll student at Audubon High School, Anya took on many leadership roles; from a position on the Superintendent Student Advisor Council, to mentoring lowerclassmen to ensure their high school experience was as positive as possible. She was part of a successful student-led effort to get additional drinking fountains installed at her school, assisted in chaperoning a trip to Washington, D.C. with her school’s Differenciadors program, and founded a community service club that engages her peers with several local organizations.

Anya’s drive led her to earn internships at not one, but two Milwaukee law firms. She has her sights set on earning a law degree from Marquette University after graduating from Audubon.

Anya is a shining example of our Club members’ potential to grow as leaders and positive mentors for their peers.

"Boys & Girls Clubs guide you and expose you to anything and everything, and because of that I was able to find my passion."

- Anya, 2020 FOX Sports Wisconsin Youth of the Year
A Year We Will Never Forget
Thank You!

The events of 2020 profoundly impacted our organization and the families we serve. We are deeply grateful for the support we received from our generous partners that allowed us to shift and adapt our services to support virtual learning, food insecurity, member safety, evolving operational needs caused by the pandemic, and more. These partners walked alongside us during one of the most challenging years in our organization’s history, enabling us to continue building great futures for Milwaukee’s most promising youth. Thank you.
Incredible Volunteers
Madonna Williams, long-time BGCGM trustee, literally jumped in with both hands when the pandemic began. After the Clubs shut down, Madonna quickly connected with our VP of Development, Nicole Gulatz, to find out what the Clubs needed and didn’t hesitate when Nicole told her: face masks. Madonna quickly assembled a team of about 10 volunteers, and they got to work. By the time our Clubs re-opened for modified summer programming, Madonna and her team had sewn 300 face coverings for our staff, “Being a trustee means digging in wherever you’re needed and using your talents,” said Madonna.

This was no small undertaking, “It was hard to find materials and supplies,” Madonna shared, “Stores were out of stock.” But, Madonna persisted, finding the materials they needed and driving to the homes of her volunteer crew members to drop off supplies and pick up finished masks. And she put in the labor, too, “I would sew all day,” adding that her fingers got sore and worn. “You can’t ask people to get in the trenches, if you’re not willing to get in there yourself,” said Madonna.

We’re incredibly grateful to Madonna and her team of volunteers, as well as all the other volunteers who got creative and served the Clubs and our youth in new and inventive ways.

Outstanding Partners
In an instant, the COVID-19 pandemic completely changed how BGCGM served our members. Like many organizations, our more than 40 Clubs were forced to close for over two months and programming was moved online. In early summer, we began reopening some Clubs thanks to our Smart Restart Initiative supported by Clarios.

Clarios’ generous $100,000 gift helped us safely reopen 70% of our Clubs at reduced capacity in June and July, giving us the ability to purchase personal protective equipment (PPE), cleaning supplies, masks, and more. The donation also sponsored specialized training for our staff to provide the support and care our kids and teens needed for their physical, emotional, and mental well-being during such a challenging time.

We’re grateful to Clarios and other partners who stepped up to help ensure we could safely provide summer programming to youth in Milwaukee. Our Smart Restart Initiative prioritized the physical and emotional safety of Club members with protocols like social distancing, face masks, intense cleaning, training for our team, and more. Clarios ensured we could continue supporting youth and families during a time our members needed us most.
Exciting Events
BGCGM’s events in 2020 looked drastically different than they ever had before and likely different than they ever will again. We executed our first-ever virtual 5K run/walk in April and first-ever radioathon in August. We moved Camp Whitcomb/Mason’s largest annual fundraiser, S’More Fun at Camp, to a virtual event, and we overcame significant logistical challenges to rebrand and execute our annual Wrap Party. Our Graduation Plus program moved all their major events to a virtual platform, including College Signing Day and high school and college graduation ceremonies.

Holiday Toy Drive
As COVID numbers spiked in the winter months, we reimagined and re-branded our popular Wrap Party to “Toy Drive,” allowing us to bring joy and happiness to Club members when it was needed most. While following strict health and safety protocols, our small team of dedicated elves delivered more than 3,000 gifts to our kids and teens.

Radioathon
B93.3FM generously donated 12 hours of airtime for BGCGM’s first-ever radioathon in August. The event broadcast live from our Mardak Administration building and featured powerful testimony from over a dozen Club and staff members, volunteers and partners, and raised more than $55,000 in unrestricted funds for the Clubs!

College Signing Day
College Signing Day is a day our high school seniors look forward to all year. With the event occurring only weeks after the pandemic began, our staff was forced to move quickly to shift the event virtual. More than 5,000 Facebook users viewed the half-hour long event and hundreds joined in the conversation, sharing love, support and encouragement.
Boys & Girls Clubs of Greater Milwaukee's Leadership and Board of Trustees sincerely thank these donors who contributed $1,000 or more toward our mission in 2020. Your generosity allows us to continue to inspire and empower young people, especially those who need us most.

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Clery-Kumm Foundation, Inc.
The Clubhouse Network, Inc.
Continental Properties Co., Inc.
Cousins Subs Make It Better Foundation, Inc.
Davidson and Harley Fund, Inc.
Deloitte LLP
Delta Dental of Wisconsin
Direct Supply Foundation, Inc.
Dross Countryside Insurance
Elizabeth Elser Doolittle Charitable Trust
Ellenbecker Investment Group, Inc.
Albert J. & Flora H. Ellinger Foundation
Eppstein Uhen Architects, Inc.
Ernst & Young LLP
The Everydaygood Foundation
Emil Ewald Family Foundation
Fabick Cat
Facebook
First Midwest Bank
First Weber Foundation, Inc.
Fitzgerald, Clayton, James & Kasten
Focus Title LLC
Forest County Potawatomi Foundation
Fotsch Family Foundation
Four-Four Foundation
FOX Sports Wisconsin
Fredman Leasing Co.
Gebhardt Foundation
General Mills Foundation
Hometown Grantmaking Program
Geneva Construction Company
Greater Milwaukee Foundation
Anonymous EG Fund
Arthur W. Fairchild Fund
Carl E. Dietze Fund
Carol Rowan Memorial Fund
Catherine and Walter Lindsay Foundation
Chris Dawson Scholarship Fund
David C. Scott Foundation Fund
Flomar Thanksgiving Fund
Hank Aaron Chasing the Dream Fund
John & Melita Lane Family Fund
Joumal Foundation William and Jeanne Share Fund
Kirby M. Lawlis Kids’ Camp Fund
Mary L. Nohl Designated Fund
Mulligan Fund
Sarah Kim Berg Fund
Sponsor A Scholar Fund
Walter and Olive Stiemke Fund
Whyte Hirschboeck Dudek/
American Legacy Foundation
Fund
Green Bay Packers Give Back
Green Bay Packers Foundation
Hammons Partners
Harley-Davidson Foundation
Hatch Staffing Services
Hauske Family Foundation/Kathy Hauske
Heil Family Foundation
Evan and Marion Helfaer Foundation
Herzing University
Jennifer Friedenau Hills Foundation
Hornor Plumbing Company
Husch Blackwell
Hydrive Chemical Co.
Ingers
Johnson Controls
Johnson Controls Foundation
Johnson Financial Group
Stella H. Jones Foundation
JPC Foundation
JPMorgan Chase & Co.
JPMorgan Chase Foundation, Inc.
King Juice Company, Inc.
Herb Kohl Philanthropies
Kohl’s
Kolaga Family Charitable Trust
Komatsu Mining Corp Foundation
Krause Family Foundation, Inc.
LaFeary Family Charitable Foundation
Laughlin Constable, Inc.
Local Initiative Support Corporation
Marcus Corporation Foundation, Inc.
Mastantuono & Coffee, S.C.
Archie and Viola Meinerz Foundation
Mortgage Guaranty Insurance Corporation
Michael Best & Friedrich LLP
Miller Construction Co.
Milwaukee Brewers Baseball Club
Milwaukee Bucks Foundation, Inc.
Molson Coors
Motor Castings Foundation, Inc.
Mr. H. Nagy Family Foundation
National Insurance Services
Network Health
North Avenue Market LLC
Northwestern Mutual
Northwestern Mutual Foundation
OId National Bank
John Oster Family Foundation, Inc.
Paper Transport, Inc.
Payne & Dolan, Inc.
The Pentair Foundation
Pieper Power
PMSMCA
PNC Bank
Positively Foundation of California
The Priest Family Foundation, Inc.
Puelicher Foundation
Ralph Evinrude Foundation, Inc.
Ramirez Family Foundation
RBC Foundation - USA
RBC Wealth Management
Reinhart Boerner Van Deuren S.C.
Renaissance Charitable Foundation Inc.
Rexnord
Rite-Hite Foundation
Rockwell Automation
Rosemann Family Foundation
Sargento Foods Inc.
Schendel-Pieper Trust
Senstient Technologies Foundation
Shorewest Realtors
Daniel M. Sorel Charitable Trust
The Spancrete Group, Inc.
Stall & Realty Group
State Farm
Bert & Patricia Steigleder
Charitable Trust
R.A. Stevens Family Foundation
Taco Bell Foundation For Teens
The Adrian “SMASH” Amos I’m Still Here Foundation
The James and Virginia Wheeler Foundation
The Windy Company
Thrivent Financial
Tito’s Handmade Vodka
Total Wine
Town Bank
Tri City National Bank
U.S. Bancorp Foundation
Henry H. Uihlein Sr. and Marion
Polly S. Uihlein Foundation
David V. Uihlein Foundation
UW Credit Union
Visa Lighting, an Oldenburg Group Company
VISIT Milwaukee
VJS Construction Services
WaterStone Bank
We Energies
We Energies Foundation
Welt & Bend Mutual Insurance Company
Frank L. Weyenberg Charitable
Trust
Windhofer Foundation, Inc.
Yabuki Foundation
Joseph and Vera Zilber Family Foundation, Inc.
Zilber Ltd.
Zizzo Group
Zywave

During an unprecedented year, Boys & Girls Clubs of Greater Milwaukee pivoted to meet the needs of Milwaukee’s youth and their families. Through providing a safe space, support, meals, and mentorship, BGCGM impacts the future of kids and teens daily. Year after year, I have witnessed the continued development of innovative programs, the personal success of our members, and the role BGCGM plays in building a stronger Milwaukee Community.

- Bob Mikulay
BGCGM Board Chair
<table>
<thead>
<tr>
<th>Club Location</th>
<th>Address</th>
<th>Zip Code</th>
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<tbody>
<tr>
<td>53rd Street School</td>
<td>3618 N. 53rd St. (53216)</td>
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<td>81st Street School</td>
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