

# Why Boys & Girls Clubs of Western Pennsylvania? Because of what we believe.

**We believe...** that the future of our youth is the future of our region.

**We believe...** that every child is worthy of a Great Future.

**We believe...** that Bold Plays are required to create lasting solutions.

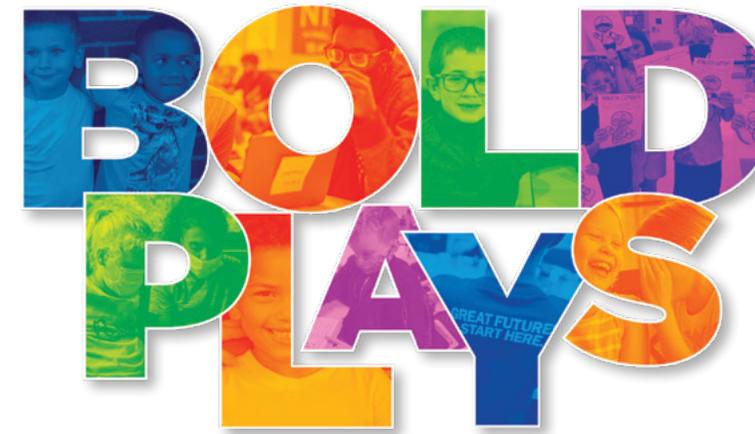
At BGCWPA, we do **Whatever It Takes** to invite, support and inspire our youth from little... to learner... to leader... so that each young person has a bridge to a remarkable future.

**Please, join us for the important work ahead.**



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Transforming Outcomes for Youth Who Need Us the Most



**Dr. Lisa Abel-Palmieri**  
*President & CEO  
Boys & Girls Clubs of  
Western Pennsylvania*

There comes a time in the life of every community, every region, where circumstances call for an extraordinary convening of people and resources in service to our future. At Boys & Girls Clubs of Western Pennsylvania, our leadership and Board believe that time is now.

Inspired by our first 133 years of impact, we believe that securing operational and financial sustainability, expanding our geographic and programmatic footprint, and equipping our youth for productive and meaningful lives is, in partnership with others, within reach. At this momentous time in our history, we believe there is no more worthy endeavor for the future of our community than activating and advancing the potential of all youth - especially those who need us the most. Why? Because the future of our youth IS the future of our community. We believe this with every fiber of our being.

To answer this call, we needed a new strategic plan, but not just any strategic plan; rather, a series of Bold Plays that will change the odds for Western Pennsylvania's youth. Four primary pillars, which you'll become more familiar with in this document, were identified, all centered around opening the doors to the adventure of learning and ensuring that youth will have and benefit from the access to excellence, innovation and safety we are known for.

Forged by our past, we are ready to lead the way for the future. Our youth, families, communities, and the broader region need and deserve the best of BGCWPA.

Our leadership has discerned that bold and strategic investments will position Boys & Girls Clubs of Western Pennsylvania to transform outcomes for the youth who need us most. We stand ready to do Whatever It Takes.

It is time, indeed, for the Bold Plays that will create countless Great Futures.

Will you join us?

*Lisa M. Abel-Palmieri, Ph.D.*

# 1

## Equity & Advocacy

Boys & Girls Clubs of Western Pennsylvania will be an ecosystem where advancing the potential of our youth happens without bias. We will relentlessly create platforms and places of opportunity for youth to be the change agents and trailblazers of tomorrow. We will stand up for the safety and aspirations of our youth as they strive toward Great Futures.

### Strategies:

1. Alongside our youth, families and communities, we will evolve our programs, services and outreach to be more fully inclusive of our region's diversity of race, gender and culture.
2. We will identify and solve for barriers that prevent equitable access to our programs, services and outreach, driven by the need for each of our youth to be valued and counted.
3. We will be a leading advocate and expert with regard to early childhood education, out-of-school time and teen workforce development.
4. We will step fully into our role as a community catalyst where youth of all backgrounds are engaged equitably, enthusiastically committed to, and inspired to break barriers.
5. We will create and expand programs to empower girls in order to maximize their voices, expand their opportunities and outcomes, and multiply their ability to thrive.

# 2

## Our Story & Enhancing Brand Awareness

Boys & Girls Clubs of Western Pennsylvania will enthusiastically amplify and create awareness of our impact through storytelling, promotion of community contribution and strengthening of our brand presence locally and nationally.

### Strategies:

1. We will fearlessly embrace and fully leverage emerging technology and groundbreaking content to position BGCWPA as a future-focused, extraordinarily innovative organization.
2. We will ensure that our community of stakeholders, including BGCWPA alumni, is invited, educated and motivated to boldly promote our mission in order to serve enrollment and outreach goals.
3. Our youth will become co-owners and contributors in elevating our brand and story as an enthusiastic group of changemakers inspired to activate around our strategic plan and campaign priorities.
4. Our staff and Board members will passionately speak as one; we will be a voice of clarity, inclusivity and opportunity in our internal and external communications.
5. We will leverage and grow the passion and promise of our brand story through an inspiring capital campaign.

# 3

## Family Involvement & Engagement

Because a child is stronger when a family is stronger, Boys & Girls Clubs of Western Pennsylvania will thoughtfully and collaboratively pioneer and co-design programs, services and outreach to support the needs of the entire family.

### Strategies:

1. With our families at the table, we will evolve our suite of programs, services and outreach to help families build resilience, social capital and the path to upward mobility.
2. We will provide support services and resources to families by leveraging partnerships emphasizing preventative, values-based care.
3. We will strengthen loyalty, trust, and two-way communications through tools and channels preferred and embraced by our families.

# 4

## Organizational Stability & Community Expansion

Boys & Girls Clubs of Western Pennsylvania will achieve organizational stability and strategic community expansion by ensuring sustainable financial models, safe facilities, and more deeply connected stakeholders motivated to activate and advance the potential of our youth.

### Strategies:

1. We will increase the number of youth served in additional targeted, high-need communities in our service footprint, and increase the quality of our programs, services and outreach in communities currently served.
2. We will increase the number of individual donors and prospects for mid-level, major, and planned gift opportunities.
3. We will ensure continuous quality and process improvement in all organizational systems, facilities, policies and practices.
4. We will be the Board and employer of choice for highly passionate and qualified industry, community, and/or philanthropic leaders in the region.
5. We will be aware of community trends, emerging needs, and industry future practices to build effective pathways connecting young people to future success.