



**BOYS & GIRLS CLUBS
OF SANTA MONICA**

**BUILDING ON
80 YEARS OF
IMPACT IN OUR
COMMUNITY**

**FISCAL YEAR 2024
ANNUAL REPORT**

Who We Serve

Our **mission** is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

2,200

kids and teens served annually

11

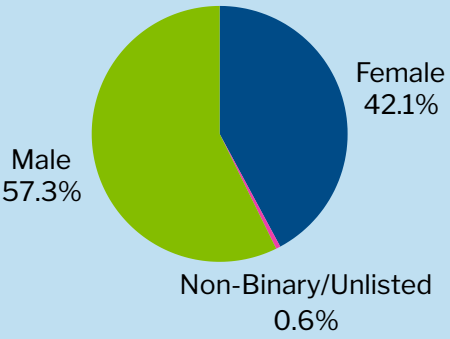
Club locations across LA's Westside

600

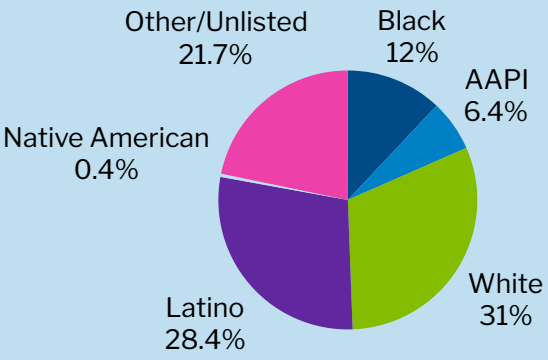
kids per day during the school year

Demographics

Gender



Ethnicity

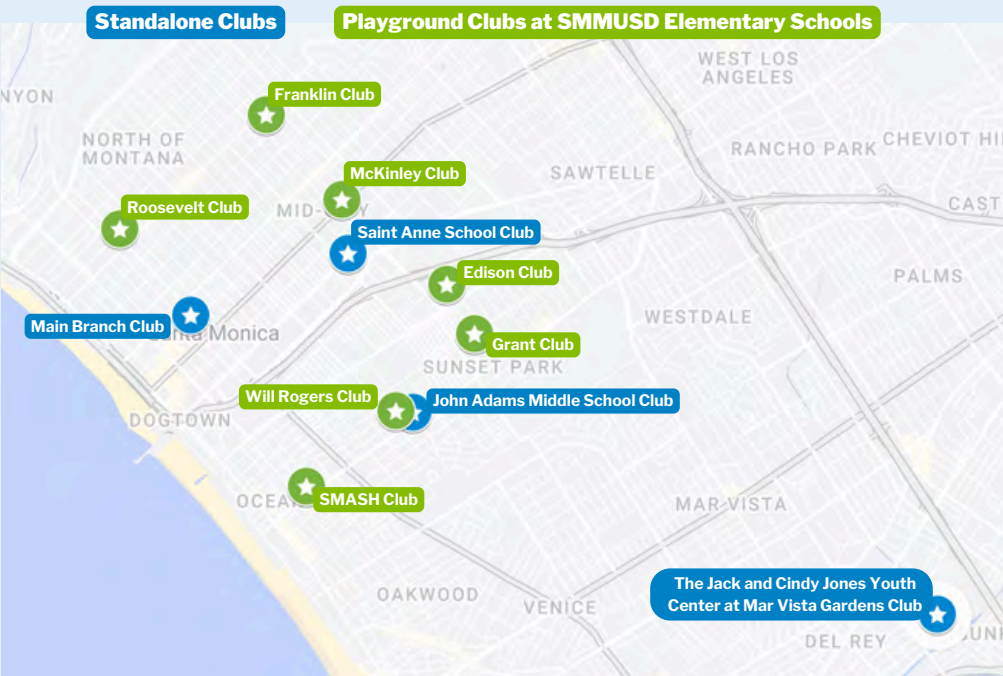


Free or Reduced Lunch

52% of members qualify for free or reduced lunch



Boys & Girls Clubs of Santa Monica's Locations



Leadership Letter



Dear Friends of the Clubs,

In Fiscal Year 2024, we celebrated a momentous milestone: eight decades of service to kids and families in our community. We are so proud of that legacy of transformative impact in and around Santa Monica.

While we cherish our rich history, we are even more excited about what lies ahead. In many ways, we're just getting started. As we embark on our next chapter, we are focused on building on our strong foundation to create even greater impact. This means serving more kids and teens, increasing our partnerships with organizations that deliver gold-standard programming, and ensuring we remain a trusted haven for the families who need us most.

We are energized by the possibilities and deeply thankful to have you as part of our story. Whether you are a donor, partner, volunteer, or advocate, your support enables us to meet the ever-evolving needs of our community's youth. Together, we can continue to inspire, empower, and uplift the next generation, ensuring that every child has the chance to thrive.

Here's to the next 80 years—and beyond. Thank you for being with us every step of the way.

Sincerely,

Lisa Alexander

Outgoing Board Chairperson

Kevin Doyle

Incoming Board Chairperson

Brynja Seagren

CEO



Safety

Our culture of safety is one of continuous improvement.

At Boys & Girls Clubs of Santa Monica, safety is our number one priority. We work every day to create a safe, inclusive, and fun environment so kids can have every opportunity to be successful in life. We have no tolerance for inappropriate behavior of any kind, and we put resources behind this stance. Our entire organization—including each of our Club locations—undergoes a safety assessment every single year.

Mandatory criminal background checks are required upon hire and annually for every staff and board member at Boys & Girls Clubs of Santa Monica. In addition, criminal background checks are required for any volunteer who has direct, repetitive contact with kids.

We also maintain and regularly update comprehensive safety policies that protect our kids, including policies on supervision, transportation, communication, mandated reporting, and prohibition of one-on-one contact. We encourage all staff, members, and families to report any incident or situation they feel is unsafe.

Our Philosophy of Safety

Our safety policies are also intertwined with our commitment to accessibility and affordability. We believe every child deserves a safe place to learn and grow, no matter what their family's income level is. With out-of-school programs for a single child in our area costing over \$14,000 per year, we are committed to providing an affordable, safe place for families. Club programs are a fraction of that cost and tuition-free for income-eligible families. Our families have told us that a safe place after school for their children is one of their top priorities and most pressing needs.

Data shows that youth who are mentally and physically safe are better able to learn, meet developmental milestones, and thrive. Many of the kids we serve aren't able to regularly access safe spaces beyond their Club—but we will always be there for them so they have a place where they are free to focus on new skills and fun experiences.

[**LEARN MORE ABOUT OUR SAFETY APPROACH**](#)

Partnership Approach



Boys & Girls Clubs of Santa Monica approaches partnerships through a collaborative and integrative lens. Envision a bike wheel. The hub at the center connects many spokes. We are the hub, and our specialized partners are the spokes. We work together to support the kids in our community to drive transformational change. **These partnerships support our success as an organization and will be celebrated throughout this report.**

Ballmer Group



Funding from the Ballmer group helps keep our programs affordable for working families and tuition-free for those who need us most. It also equipped us to charter our seven Playground Clubs, expanding our ability to serve kids where they need access to our programs.

With Ballmer Group's support, we are increasing the number and frequency of attendance of members who qualify for free and reduced lunch. We are grateful for their investment in high-quality after school and summer programming that impacts the lives of kids.

Partnership Spotlight

SMMUSD & City of Santa Monica



Playground Clubs

Collaborating with Schools to Support Families After School

When the dismissal bell rings, Playground Club is the place to be! This partnership with the Santa Monica-Malibu Unified School District and the City of Santa Monica creates a safe, inclusive environment for kids after school and supports working parents.

Our fun programs focus on skill-building and include:

- Psycho-motor recreational group activities
- Social-emotional (SEL) activities
- Homework support, STEM, and the arts
- Sports and yoga



We also partner to facilitate community-based sports programs in the summer, fall, winter, and spring. Our kids participate in skill-building activities and recreational leagues where they learn teamwork, resiliency, and character each season. Through sports, kids learn skills that promote lifelong healthy habits.



Playground Club Locations

- Edison Language Academy
- Franklin Elementary School
- Grant Elementary School
- McKinley Elementary School
- Roosevelt Elementary School
- Santa Monica Alternative School House
- Will Rogers Learning Community

More SMMUSD and City of Santa Monica Highlights

1,004 elementary school kids participated in Playground Club or sports this year.

We're proud to increase the number of local kids who have opportunities to get active through sports leagues.



In partnership with the Santa Monica Police Department, we started a program aimed at fostering closer connections between students and law enforcement.

[Learn more!](#)



Haley, Club member and Youth of the Year runner-up, was selected as a representative for SMMUSD's student board! Haley is a confident leader and we're thrilled to see her shine at school and the Club.

[Learn more!](#)



The **California Community Foundation** supports our work to create bright futures for kids in Santa Monica. Their generosity allows us to invest in cutting edge programming, hire experienced staff, and create maximum impact for local kids.

Partnership Spotlight: Cindy Jones & Family



The Jack & Cindy Jones Youth Center at the Mar Vista Gardens Club

Competing for the State Youth of the Year Title

Jayson joined the Mar Vista Gardens Club in 2013, shortly after it opened with the foundational support of the Jones family. We are so grateful for their investment in kids, Clubs, and community.

“As a kid, the Club was the only ray of shining hope for me. From the young age of 6 years old, I made a commitment to the Boys & Girls Clubs of Santa Monica at Mar Vista Gardens that I would never settle for anything less than who I believe I am,” Jayson said.

Last year, he joined Youth of the Year, Boys & Girls Clubs of America’s most prestigious leadership program. After months of preparation, Jayson was selected as Boys & Girls Clubs of Santa Monica’s 2024 Youth of the Year. He also went on to win the LA County Youth of the Year and traveled to Sacramento to vie for the state title.

Through this experience, Jayson gained future-ready skills that will serve him throughout his life.

[Read more of his story.](#)

Youth of the Year is just one of our leadership programs!

57 members at Mar Vista Gardens Club participated in dedicated leadership clubs and programs in FY24.



Additional Partners Supporting Mar Vista Gardens Club

California Natural Resource Agency

Our Mar Vista Gardens Club is also an important access point for kids to get outside. Generous support from the California Natural Resource Agency funds field trips and educational opportunities that provide opportunities to experience the outdoors.



California Board of State and Community Corrections

Support from the California Board of State and Community Corrections' California Violence Intervention and Prevention (CalVIP) Grant Program provides future-ready and violence prevention programs for Club members.



Housing Authority of the County of Los Angeles

Our Jack & Cindy Jones Youth Center at the Mar Vista Gardens Boys & Girls Club is located in the center of the Mar Vista Gardens community. Through our strong partnership with The Housing Authority of the County of Los Angeles, we support healthy growth and development for kids.



Through field trips, mindfulness activities, a community garden, sports leagues, homework help, leadership clubs, and career exploration programs, we provide experiences and learning opportunities many members may not have access to without the Club. We collaborate with HACLA to support kids as they envision and create a path to their futures.



Core Programs



Our programs are grounded in best practices, enhanced by program partners, and proven through our member surveys. We create a safe space for members to explore their interests and follow their passions.

We focus on three primary program areas: character & leadership, healthy lifestyles, and teens & workforce readiness.

Character & Leadership

Benefiting more than 110 teens through community service and leadership programs. Boys & Girls Clubs of Santa Monica's leadership programs help young people foster connections to their communities and cultivate skills like strong work ethic, collaboration, and self-confidence.





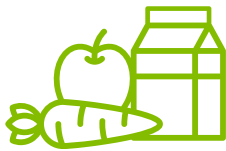
Healthy Lifestyles

Supporting over 800 Club members through whole child programs.

Our whole-child approach to healthy lifestyles combines five impact areas to give kids the tools they need to make healthy choices.



Sports and Recreation



Nutrition



Substance Abuse Prevention



Mental Health

SEL

Social-Emotional Learning

The **Saint John's Health Foundation** provides comprehensive funding to support healthy behaviors in Club members. These habits will serve them throughout their lives.

The **Cigna Group Foundation** helps enhance our overall programming to meet our members' diverse needs and prepare them for whatever the future brings.

Access to social-emotional programs across our Clubs is supported by a grant from the **Dwight Stewart Youth Foundation**.



Teens & Workforce Readiness

Providing access to career exploration programs to almost 850 Club members.

Academic and workforce readiness programs are designed to help members build on and reinforce the skills they need to succeed in school and beyond.

100% of teens participate in college prep, career exploration, and financial literacy at the Club before graduation.

Program Spotlight: College Bound



This targeted college prep program provided in partnership with the **Clearlake Impact Initiative** equips students to set and meet their goals for after high school. In addition to program funding, Clearlake employees volunteer as mentors, helping teens with applications, essays, and interview prep.

“The College Bound Program opened the doors to opportunities and ideas that I would never have been able to discover otherwise. It provided support in all facets of education and personal life.” - Ethan C.

John Adams Middle School Club: Providing Opportunities to Grow through the Arts

The JAMS Club continued its commitment to delivering high-quality arts programming that fosters creativity, social-emotional learning, self-expression, and problem-solving skills. The arts are a transformative outlet for kids.

This year, JAMS expanded partnerships with leading organizations in the arts, while providing a rich selection of in-house fine arts programs, including photography, street art, 3-D sculpture, poetry and spoken word, and dance.

Exposure to diverse styles and professional partnerships broadens their cultural awareness and opens paths to creative careers. JAMS continues to connect members with their passions, laying a foundation for lifelong growth, exploration, and community engagement.



Our Events



Youth of the Year and Alumni Celebration

We kicked off our 80th anniversary celebration with alumni, donors, and friends at Lunetta restaurant. Guests met our Youth of the Year, Jayson, and Runner-Up, Haley, enjoyed light bites, and met and mingled as a community.

Thank you to our sponsors, Lunetta, the Kiwanis Club of Santa Monica, Maria's Best Cleaning Service, and Vaulted.



Spring Gala

Presented by:  BCM FOUNDATION

Our 80th Anniversary Gala was an inspiring evening honoring our history in the community! Friends and supporters enjoyed a special night of impact at the Fairmont Miramar, featuring a live painting by Club members, dinner, and a program. [See photos!](#)

Thank you to Cindy Jones and family for supporting the event as a Platinum Sponsor.

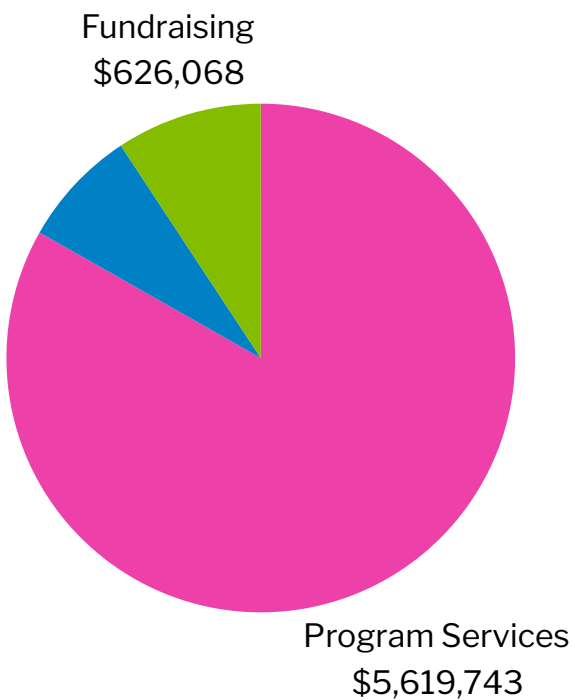


Financials

Revenue

Contributions	\$1,832,198
Government Grants and Contracts	\$3,454,911
Investment Income, net	\$778,184
Membership and Program Revenue	\$504,426
Special Events, Net	\$438,123
Interest Income	\$239,245
In-kind Contributions	\$143,857
Other Revenue	\$20,812
Total Revenue	\$7,411,756

Expenses



Total Expenses:, \$6,753,391



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Cindy Leuty-Jones
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\$50,000 - \$74,999

California Community Foundation
Pacific Youth Foundation

\$25,000 - \$49,999

BCM Foundation
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