



BOYS & GIRLS CLUBS
OF UNION COUNTY

CEO Update

Russell Triolo

Chief Executive Officer



September 2019

CEO MESSAGE

"More Members More Often"

For 65 years Boys & Girls Clubs of Union County have delivered quality life-enhancing programs to the youth of Union County. We provide teens and children with a continuity of services from elementary to high school. In order to have a greater impact on members, we must see them more often; by engaging youth. By implementing a comprehensive strategy for increasing recruitment, frequency of attendance, participation, retention/renewal and average daily attendance (ADA) of members we will reach more teens and have a greater impact on their futures.

The More Members, More Often Initiative is focused on increasing the membership and frequency of attendance of all youth, but especially teens, through increasing the quality of youth experience at the Club and outreach. The Club Experience is the heartbeat of the Club and is critical to achieving impact. The Club Experience must be outcome-driven; the entire organization shares clear goals for youth, and all staff understand the plan for achieving these goals. All programs and activities are coordinated, purposeful and designed to advance one or more of our priority outcomes: Academic Success, Good Character and Citizenship, and Healthy Lifestyles.



MEMBERS SOAKING UP THE SUN

Members had a cool time splashing around at Round Valley State Park! Our Club members enjoyed themselves while soaking up the sun. Kids had a great time with their friends and had a wonderful day!



TEENS VOLUNTEERING AT BWW

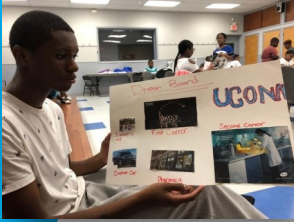
Thank you to our friends at Watchung Buffalo Wild Wings for inviting our members to participate in Career day! Our Teens had a great time learning about the different roles in the restaurant, how to work as servers, greeters, takeout, and kitchen preparation. It was a wonderful hands-on experience for our Club members. They learned so much while having a great time.



DO GOOD, FEEL GOOD

During our Summer of Service, Teen Leadership Camp volunteered at the Community Food Bank where they sorted and packed food for those in need. Members got the hands-on experience and truly felt good about themselves. Teens worked hard and helped out as much as they could to put a smile on someone else's face! It was truly a great learning experience for our Club members.

DREAM BIG



One of our members had the opportunity to use his creativity to design a vision board. He took the time to think of his dreams that he had for himself and put it on the board. An important message we want our kids to understand is, if you can see it than you can believe it! Our teen is headed down the right path for future success.

FUN DAY AT RAHWAY



Thanks to our friends at Covanta and Cox Printers. Members from our Elizabeth Club visited the Covanta recycling plant in Rahway and the roof top garden at Cox Printers in Linden. What a wonderful educational experience in Green Technology and Careers.

SUMMER FUN AT CLUB



Members at our Plainfield Club took a trip to Ponderosa Farm Park located in Scotch Plains. They participated in a rocking game of kickball, soccer, and much more! Club members cooled off by going to the spray park! Kids were very active and soaked up the sun with their friends, it was a wonderful day at the park.

BRAIN STORMING AT CLUB



This summer some of our members got involved with the Summer Enrichment Program at our Union Club. Members who were in grades 3-6 worked on creative writing and wrote a fictional book. They got the chance to use their thinking skills, but also enjoyed time with friends. Kids are truly learning so much here at the Club and working hard with their peers.

EDUCATIONAL MOMENT FOR OUR MEMBERS



A special thank you to our partner at Covanta for a great visit and tour of their Rahway Facility. Members from our Union Club learned how waste is recycled into electricity at their plant! Throughout the summer teens have been learning about green careers at Covanta. It was such an educational experience for our members.

