



BOYS & GIRLS CLUBS

METRO DENVER

Impact Report

COVID-19 Response

Phase One | Responding to the Crisis

April 2020



BOYS & GIRLS CLUBS

METRO DENVER

Responding Quickly to Provide Stability

Boys & Girls Clubs of Metro Denver is one of the largest, most comprehensive youth-serving organizations in the Denver metro area, serving approximately 10,000 Club members each year at our 21 program sites (including our summer camp).

Our dedication to young people and their families does not waver in times of social crisis, such as the pandemic we are facing today. In fact, it grows ever stronger. Our commitment to our Club kids and families is steadfast – just as it has been for nearly 60 years, and as it will be for the next 60.



For our entire history, we have been there for kids and families when and where they need us most.

The importance of our work is more evident now than ever before.

We serve as a vital resource to a vulnerable population that often lacks access to proper healthcare, food choices and transportation. When a city – and a nation – navigates a challenge such as COVID-19, understanding the ramifications to our Club families is critical. That’s why Boys & Girls Clubs is leading with innovative, solution-focused strategies to meet the needs as they are made known, in real-time.

Our established trust with tens of thousands of Club families is unparalleled and unmatched by schools and government agencies.

In a very short period of time, the ways in which Boys & Girls Clubs of Metro Denver reaches and connects with our Club members has dramatically changed. In the first phase of our COVID-19 response, we focused on three primary areas for our Club members and families: **mental health outreach and support, emergency family assistance, and virtual programming.**

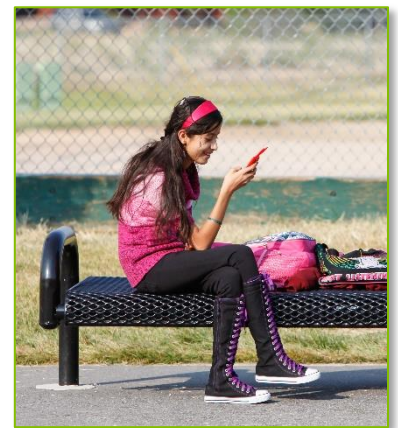
Mental Health Outreach & Support

Understanding, assessing and responding to the most urgent needs of our Club families is our first priority.

Our **six full-time social workers** are actively supporting our families virtually, **providing mental health support and resource navigation** during this time of extreme pressure. While providing direct support, our mental health team is also gaining an understanding of **the most pressing needs** in our community, so we can adapt and respond accordingly.

Wellness Check-ins and Outreach

- The social work team is providing both crisis support and routine mental health supports via phone to Club members and caregivers.
- Food is the most commonly reported need, followed by educational tools (computers, internet access, etc.) and recreational activities to do at home.
- As time goes on, our staff will follow up with families who initially reported no needs, but whose needs may change. In the meantime, families are encouraged to call if they need support before then.



Resource Navigation

- Club staff and social workers are helping families connect with their school districts for information regarding home schooling and access to tools & resources.
- Our staff reports that families are overwhelmingly happy to hear from us and appreciate the outreach.



THE IMPACT

- In the first month after closing our Club facilities, our team completed personal outreach via phone to 1,574 families (out of approximately 3,000 total).
- Also during that time, we made successful connections with 1,001 families, a 63% connection rate.
- Of these outreach efforts, approximately 30% resulted in a report of a need or needs.

Emergency Family Assistance

Through community partnerships and our new Emergency Family Assistance Fund, we are meeting critical needs of Club families, by providing essentials like food, diapers, hygiene products and cleaning supplies.

It is increasingly clear that **even the largest nonprofit organizations** throughout the Denver metro area are becoming more reliant upon one another to address the needs that are emerging from our most fragile populations. In March and April, **we came together with our community partners** to meet the multi-faceted and deepening needs of kids and families in our community.

Community Partnerships

- In April, our staff members began working alongside the team at Food Bank of the Rockies. This allows us to be part of the collective solution by improving production, efficiency, and safety, and making sure kids and families in Denver have the food that they need.
- We also received a generous donation from Verizon / Visible of 200 tablets for our Club kids, which will ensure they have the technology they need for e-learning and virtual programming, both now and in the future.



NEW Emergency Family Assistance Fund

- On April 8, we launched an Emergency Family Assistance Fund to meet the most urgent needs of our kids and families. Funds go towards essentials like food, diapers, hygiene products, cleaning supplies and educational materials.
- In the first week, donors contributed more than \$20,000, plus a \$10,000 matching gift, which we are using to support the most pressing needs of our Club families. Additional contributions will be used for modified summer programming and ongoing family needs.



THE IMPACT

- Between March 16 and April 16, 91 Club families received distributions of food.
- Also in the first month, 200 Club kids received tablets.
- In April and May, our team is supporting distribution of more than 1 million meals per week at Food Bank of the Rockies.

Virtual Programming

As schools offer remote learning for the school day, we launched virtual programming to all Club members to complement the school day and maintain a connection during this challenging time.

With a new central hub on our website at bgcmd.org/virtualclub, we are continuing to focus on our three key outcome areas: Academics & Careers, Character & Leadership, and Healthy Lifestyles. Through the three distinct pillars listed below, our staff is helping to bring about a return of routine and normalcy in the lives of our Club members, while facilitating continued learning and advancement.

Activity Packets

- Packets include hard copy and online activity resources for kids, ranging from reading activities to STEM projects.
- Activity packets are distributed through several channels: our caregiver communication system, website, social media pages, and in conjunction with food distribution.



Online Programming

- Each of our 20 Clubs is actively providing online content, led by Club staff. Online programming includes daily challenges, activities, virtual field trips, and other resources to keep kids engaged and active.
- We are utilizing a variety of platforms to ensure we are able to meet families and kids where they are, including social media, YouTube, myON, MyFuture and Renaissance Learning.



LIVE Virtual Programming

- We are in the process of developing live programming that will support remote learning, provide real-time instruction, and facilitate interactive activities for our Club kids.
- Potential platforms include Zoom and Google Classroom / Hangouts.

THE IMPACT

- Education-based content is posted on all 20 Club Facebook pages
- Clubs are engaged with 1,000 people on Facebook, on average
- Our newly launched Virtual Club web page had more than 350 pageviews in the first month after launch

Thank You

We are acutely aware that this is just the beginning and that there is so much that is still uncertain. But of *this* we are certain: With the expertise of our staff and the steadfast support of our donors and community partners, we will help build the bridges from response to stability to recovery. Because we will do **whatever it takes** to meet the needs of our kids, families and the Denver community.

For nearly 60 years, Boys & Girls Clubs of Metro Denver has navigated times of tragedy and crisis to provide safe places and essential resources for our Club kids. And our belief is as strong today as it was last month or last year: that all kids will achieve their greatest potential. The path may look different now, but we are on this journey together. Thank you for joining us.

