



**WATERTOWN  
BOYS & GIRLS CLUB**



2023/2024

# **CORPORATE PARTNERSHIP & EMPLOYEE ENGAGEMENT OPPORTUNITIES**



**Great Futures Start HERE.**



**WATERTOWN  
BOYS & GIRLS CLUB**

Dearest Corporate Partner,

For over 50 years, the Watertown Boys & Girls Club has provided essential care, services and support to thousands of young children and their families in Watertown and surrounding communities. As the Executive Director, I would like to introduce you to our organization and invite you to become a partner in our mission.

Over the past three years, challenges during the pandemic wreaked havoc on the lives of youth in our communities. We continue to see a lingering impact on the educational, physical, social and emotional development of our Members. These are just a few of the many critical elements addressed through our programming. With your help, we can continue offering ways for children and their families to persevere.

The Club is expanding to meet the rising demands of our programs. In order to meet our goal of supporting 2,000 children, we need to increase our fundraising dollars by \$2 million. We kindly ask for your donation in support of helping us achieve this goal.

Enclosed in this packet are various ways you can step in to support our Members, relieving them of struggles and giving them the opportunity to live their lives to their fullest potential.

We will be delighted to work with you on finding the giving opportunity that best fits your company's goals and values. However you choose to join our mission, you will have a life-changing impact on children in need.

With sincere gratitude,

Gary Beatty  
Executive Director



# OUR IMPACT

## FY2024 GOALS

Oct 2023 - Sept 2024



Serve **2,000**  
Registered Members



Raise  
**\$3 Million**



Open Licensed  
Childcare Center



**5,000** Items  
distributed through  
Donation Drives



The Watertown Boys & Girls Club is the largest nonprofit in Watertown, currently serving around 1,000 registered Members ages 7-18 annually in programs, and providing services to an additional 1,200 kids through local collaborations.

By providing a safe, creative setting with trained, compassionate staff who help guide and coach Members, WBGC programs fuel confidence in academic success, healthy living, character development and peer relationships. Young people enjoy meaningful opportunities to grow, learn and share during their critical childhood and teen years.




# VOICES OF OUR MEMBERS

I feel happy when I'm here because the staff always helps me when I have a problem, and they are really funny. I feel safe because I am surrounded by a lot of staff members. I feel like being at the Club makes me a better athlete and a better student.

-Kahraman J. Age 9

I like the Club because it's a fun place to go. We have sports activities, so you can stay active. My mom uses it as an incentive and tells me if I don't do my homework, I can't go to the Club. Without the Club, there would be nothing to do.

-Colin K. Age 13

Your practices are really hard, but that's what I like about them. I feel after every practice that I am slightly faster and closer to reaching my goals. You've given me motivation, discipline, determination, encouragement and made me believe in myself. So, thank you for being such a good coach and helping me become better.

-Member Dylan Jones letter to Swim Coach Bonnie

I learned so many valuable skills, from extending empathy to communicating with kids on the street so I hopefully make them feel safe. Now that I'm older, I have so much gratitude for the positive impact the staff had on me, which sparked my own interest in public service. I'm proud to give back.

-Watertown Police Officer, Chris Hoey



# SUPPORT GREAT FUTURES AT THE WBGC



GENERAL OPERATING SUPPORT IS OUR GREATEST NEED! PLEASE SCAN THE QR CODE BELOW OR SEND A CHECK MADE PAYABLE TO "WATERTOWN BOYS AND GIRLS CLUB"

## "New Foundations" EXPANSION SPONSOR \$50,000 AND ABOVE

Changemaker supporting the "New Foundations" campaign dedicated to the expansion of the Watertown Boys & Girls Club for every child to have access to highly-valued programs that foster physical, emotional, and mental well-being that help families function better in our community.

SCAN TO MAKE A DONATION:



- Permanent website recognition and Spotlight Blog Feature
- Personalized public media event and press package
- Plaque dedication in our new Licensed Childcare Center
- Schedule a Private Tour or join an exclusive group Club Tour
- Customized employee engagement event
- Exclusive VIP invitation to WBGC Ambassador Events

Learn more about our "New Foundations" Project in the next pages of this packet!

## PROGRAM SPONSOR

**\$25,000**

Sponsor a highly-valued WBGC program: **Aquatics, Athletics & Healthy Living, School Vacation, Afterschool or Summer Camp.** With your support, we can remain a permanent resource in the community.

- Year-long web, event & media recognition
- Photo and interview feature
- In-Club plaque dedication
- Invitation to an exclusive tour of our Club
- Customized employee engagement event
- Exclusive VIP invitation to WBGC Ambassador Events

## YOUTH OF THE YEAR SPONSOR

**\$20,000**

It's a BGCA tradition. Be a changemaker who believes in the power of individuality and authenticity for all, building a world of tolerance and understanding.

- Year-long web, event & media recognition
- In-Club plaque dedication
- Exclusive branding at "Club Kids on the Rise" event
- Branded Confidence Packs for Youth of the Year candidates
- Invitation to an exclusive tour of our Club
- Customized employee engagement events
- Exclusive VIP invitation to WBGC Ambassador Events

Become a Great Futures Partner committed to the growth of WBGC and helping more children find a brighter tomorrow.



## WAVEMAKERS SPONSOR

**\$15,000**

Sponsor Aquatics and Swim Team activities, including traveling to local meets and Nationals. **Swag sponsorships start at \$2,000!**

- Web, event & media recognition
- Branded towels for our swim team start at \$2,000
- Invitation to an exclusive tour of our Club
- Club signage by the swimming pool
- Exclusive VIP invitation to WBGC Ambassador Events

## BIDDY BASKETBALL SPONSOR

**\$12,500**

Biddy Basketball is an 8-week instructional co-ed program where Club Members can learn fundamental techniques and new skills.

- Web, event & media recognition
- Branded uniforms for our players start at \$2,000
- Invitation to an exclusive tour of our Club
- Club signage in the gymnasium
- Exclusive VIP invitation to WBGC Ambassador Events

## CLUB NECESSITIES SPONSOR

**\$7,500**

Your donation will fund Club necessities, including items for art, gym, sports, kitchen and other Club activities ensuring each member is prepared with these essential items. Sponsor level is customizable.

- Web, event & media recognition
- Club signage
- Logo on program shirts

## PROGRAM SWAG SPONSOR

**\$2,000 - \$5,000**

Support general operations and branded shirts for Club Members. See your logo on uniforms, swim team towels and more!

- Web, event & media recognition
- Logo on program shirts
- Options for additional Member clothing and accessories

Contact Veronica Parsloe, Director of Development, Communications and Marketing at 617.926.0968 or [vparsloe@watertownbgc.org](mailto:vparsloe@watertownbgc.org) for customized recognition opportunities.

## PROGRAM SUPPORTER

We are committed to helping our partners reach their company engagement goals. Consider a multi-year investment for a long-term, sustainable impact on providing critical access to programs that foster confidence in academic success, healthy living, character development and peer relationships.

## EVENT SUPPORTER

Please contact us for specific Event Sponsorship opportunities that are separate from the Program Sponsorships mentioned here.

The Watertown Boys & Girls Club is a 501(c)(3) non-profit organization, making your donation tax-deductible.

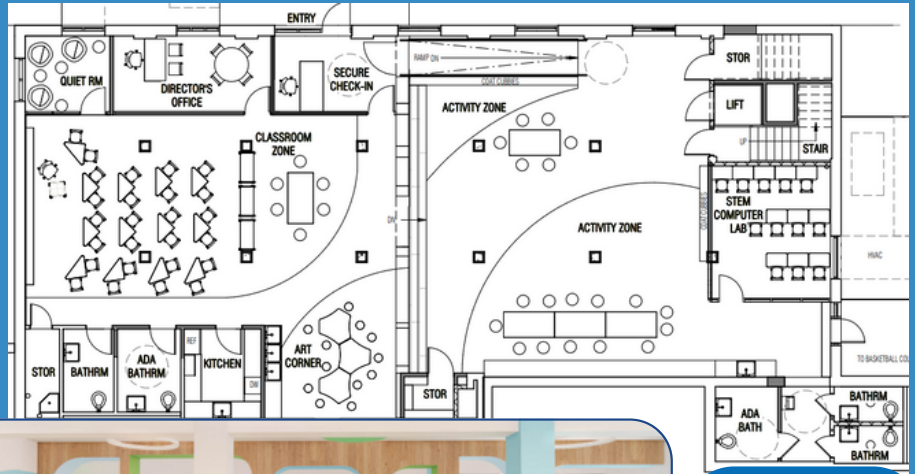
# “NEW FOUNDATIONS” EXPANSION PLAN



**FUNDRAISING GOAL:**  
**\$1.8 MILLION**  
**TIMELINE: 2024 - 2026**

Opening the area’s largest  
Licensed Childcare Center will  
allow us to increase programming  
capacity and meet rising  
demands in the community.

*With your continued support, we can  
remain a permanent resource in the  
community and work towards the  
goal of expanding our capacity.*



## WBGC Lower Level Rendering

**WE ARE PROVIDING MORE SAFE AND SECURE SPACE FOR MEMBERS  
TO PLAY, EXPLORE AND PARTICIPATE IN PROGRAMS AND ACTIVITIES!**

Meeting our campaign goal  
allows us to comply with  
Massachusetts Early Education  
Center License requirements:

- **ADA-COMPLIANT CHAIRLIFT**
- **FIRE SUPPRESSION SYSTEM**
- **DOWNSTAIRS ENTRANCE WITH SECURITY SYSTEM**

# NAMING OPPORTUNITIES

**EXPANSION SPONSOR \$50,000+**

Changemaker supporting the “New Foundations” campaign raising funds for the expansion of the Watertown Boys & Girls Club so every child can have access to highly valued programs that foster physical, emotional, and mental wellbeing and help families function better in our community.

### SPONSOR AN AREA:

- **STEM COMPUTER LAB**
- **ACTIVITY ZONE**
- **ART CORNER**
- **KITCHEN**
- **QUIET ROOM**

### RECOGNITION OPPORTUNITIES:

- **Plaque dedication in our new Licensed Childcare Center**
- **Personalized public media event and press package**
- **Permanent website recognition and Spotlight Blog feature**
- **Private tour of entire Club and new Childcare Center**
- **Customized employee engagement event**
- **Exclusive VIP invitation to WBGC Ambassador Events**

Contact Veronica Parsloe, Director of Development, Communications and Marketing at 617.926.0968 or [vparsloe@watertownbgc.org](mailto:vparsloe@watertownbgc.org) for customized recognition opportunities.





# “NEW FOUNDATIONS” FOR YOUTH AND FAMILIES

**This campaign supports our expansion to include a NEW Licensed Childcare Center in the lower level of the building that the Watertown Boys & Girls Club has occupied for over 50 years!**

**According to the Department of Labor, parents in Middlesex County pay the third highest childcare prices in the nation due to lack of availability and staff shortages. Watertown employers frequently cite this reason as a challenge for hiring and retaining workers.**

**“New Foundations” can be just what a family in your community needs to function to the best of its ability.**

## THE NEW FOUNDATIONS PROJECT.

### MARKETING FOR YOU AND YOUR BUSINESS

Does your company’s corporate giving goal support our mission? Do you have a personal connection to the Watertown Boys & Girls Club? Tell us your story and let us share it with the world. We use photos and videos to capture the emotion behind your major gift. "WHAT DOES WBGC MEAN TO YOU?" Individuals in your company might be a B&G Club Kid or have a connection with a Member. We create posts and reels to honor the support of your brand.

### BLOG

Advise a featured article on our blog with your company's story answering the question: "WHAT DOES IT MEAN TO BE A CLUB KID?" We can interview different employees to learn more about their "Club Kid" story, showcasing the unique individuals that make up your company. What are you proud of? What did a Club do for you? What are your aspirations?

### RECOGNITION

“New Foundations” Expansion Sponsors will have physical recognition in WBGC’s new Licensed Childcare Center, as well as on our website, social media and at special events. Visit [watertownbgc.org/newfoundations](http://watertownbgc.org/newfoundations) (Coming Soon) for more details.





# YEAR LONG GIVING



## CLUB KIDS ON THE RISE

**FEBRUARY**

Witness a BGCA tradition where our “Youth of the Year” is named. Support with event sponsorship and ticket purchases.



## GOLF TOURNAMENT

**AUGUST**

Support our largest fundraiser with a foursome, event sponsorship or as an event volunteer.



## FALL GALA

**OCTOBER**

Our 50th Anniversary Gala was a huge success, so we are establishing a NEW Fall Gala fundraiser to engage the community!



## END OF YEAR GIVING

**JULY TO SEPTEMBER**

Help our Members get ready for school by hosting a back-to-school drive or making a company donation.



## YOUR EVENT HERE

**CUSTOMIZED TIMELINE**

Help us start the next year on the right foot by hosting a fundraiser for WBGC as part of your company’s Corporate Giving plan.



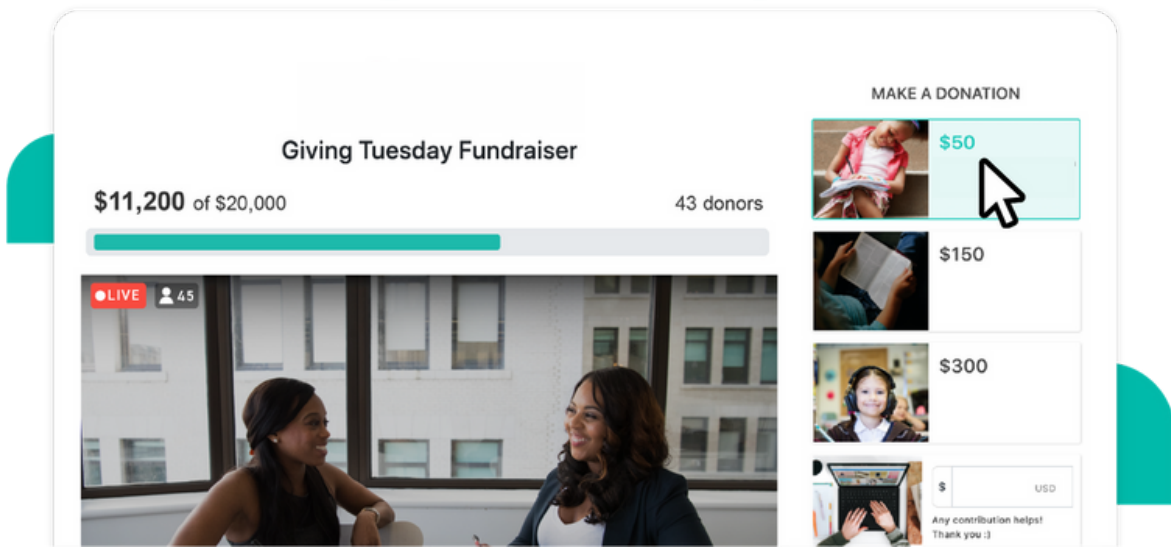
## EXCLUSIVE CLUB TOURS

Our newest engagement opportunity gives a “Behind-the-Scenes” look at the WBGC. Sponsor a monthly Club Tour that is given exclusively to prominent sponsors and donors of the WBGC, school leaders, politicians and other major champions in the community. Your brand will be recognized directly by your fellow changemakers and you will be known as a Club Ambassador.



# PEER-TO-PEER FUNDRAISING

give lively



(Sample from Give Lively Website)

Gather friends and family to support WBGC Members from the communities where you live and work.

Funds support programs, inventory, maintenance, and operational needs of the Club to directly impact youth and their families in the areas we serve.

Our Peer-to-Peer fundraising platform allows you to create a company team, with weekly updates on your progress.

Our team can provide you with options for goals that will make a significant impact, customized to your timeline.

## WHERE WE SERVE



**Massachusetts**

**Our Members reside in the following communities:**

Allston	Cambridge	Newton
Arlington	Chestnut Hill	Waltham
Auburndale	Lexington	Watertown
Belmont	Medford	Wellesley
Boston	Natick	West Newton
Brighton	Needham	



# CORPORATE & EMPLOYEE MATCHING GIFTS

Consider adding The Watertown Boys & Girls Club to your company's payroll donation deduction program. Connect us with your HR or CSR team to learn how!

Often, it is as easy as submitting an internal Match Request to your company designating funds to the Watertown Boys & Girls Club.

Proudly partnering with the following employee giving and corporate matching platforms:



benevity



CyberGrants

give lively



millie



Pledgeling



Double *the* Donation  
matching gifts made easy



BECOME A  
MATCHING GIFT  
PARTNER

If you or your company is planning on making a gift this upcoming year, consider becoming a matching gift partner

**Multiply your donation's impact!**





# EMPLOYEE ENGAGEMENT OPPORTUNITIES

## LUNCH & LEARN

Bring awareness to your employees about the issues that the children in your local communities are facing, and about how to engage with WBGC with a **LUNCH & LEARN**. This is a weekday, virtual or in-person opportunity to engage your staff in supporting the physical and emotional wellbeing of our Members, and hear more about what they can do to make an impact, both as an individual and as a team. Our Administrative Staff will explain WBGC's impact and how you can help.



## VOLUNTEER & MENTOR

There are many ways to give your time to WBGC to support youth in need! **SKILLED VOLUNTEER & MENTORING** opportunities are available to showcase the talents and expertise of your team.

Gather a small team to help **CLEAN UP** our games room and other activity areas once or on a regular basis and perform other maintenance tasks. Be a critical part of our fundraising efforts by joining our **EVENTS COMMITTEE**. Interested in volunteering?

Reach out to learn more about current availability.



## HOST A DRIVE OR YOUR OWN WBGC FUNDRAISER

Reach 100% employee participation by **HOSTING A DRIVE!** We provide you with a custom flyer and can even arrange a pick up of your company's collected items. Want to make an impact with significant recognition for your brand? Host a **VIRTUAL WBGC FUNDRAISER** on your company website, social media and even in the office with a fun fundraising thermometer to track the progress of your employees. Make it fun with a little competition and offer prizes for top fundraisers. Peer-to-Peer engagement has employees asking family and friends to help, which spreads the word about what we do and also the great community engagement you are managing through your company!





# MENTOR PARTNERSHIP PROGRAM

The Watertown Boys & Girls Club will partner with **local corporations** and **small businesses** interested in engaging our Members as mentors, providing them with opportunities that can expand their knowledge of realistic applications in leadership development for their future.

Imagine a child in your community who has limited means due to a lack of access to grow their mind and abilities. Your brand benefits from awareness in the community, while WBGC Members are given unmatched skills and experiences that can lead to a better life.

This program's goal is to create a viral response to your contribution and encourage Members who may otherwise not have the opportunity to embrace individuality, eliminate division, promote acceptance and create a world of tolerance and understanding.

Mentors and WBGC Members will receive a shirt with our logos, your brand will be displayed as a partner on the new WBGC website and we promote your brand recognition during our **Club Kids on the Rise** event where we designate our **Youth of the Year** and celebrate leadership development. You will become a **WBGC Ambassador** and encourage the next generation of leaders.



## **WATERTOWN BOYS & GIRLS CLUB**

**Together, we can make monumental impact in our community.**

Thank you for considering Watertown Boys & Girls Club in your Corporate Giving and Employee Engagement strategy. We would love the opportunity to work together to help even more children in need. Please reach out to discuss your next steps. Please contact Veronica Parsloe, Director of Development, Communications at 617.926.0968 ext. 1006 or [vparsloe@watertownbgc.org](mailto:vparsloe@watertownbgc.org) with any questions.

# **A SPECIAL THANK YOU TO OUR LEAD CORPORATE PARTNERS & SPONSORS**



**Alera  
Artemis Capital  
Belmont Savings Bank  
Berkeley Building Company  
The Columbus Foundation  
Donohue's Bar & Grill  
Eastern Bank  
H&K Insurance**

**Home Depot Foundation  
Lamacchia Realty  
Lexus Toyota of Watertown  
TD Charitable Foundation  
Watertown Youth Soccer  
Watertown Police Foundation  
WS Associates  
& many more!**



## ABOUT WATERTOWN BOYS & GIRLS CLUB

The Watertown Boys & Girls Club is a **501(c)(3)** non-profit organization that has operated for over 50 years providing youth programs that fuel confidence in academic success, healthy living, character development and peer relationships by providing a safe, creative setting with trained, compassionate staff who help guide and coach Members. Here, young people can enjoy meaningful opportunities to grow, learn and share during their critical childhood and teen years.

The WBGC is the **largest nonprofit in Watertown** and serves approximately 1,500 youth Members ages 7-18 throughout the year, and provides activities and services to an additional 1,200 kids through cooperative programs with the Watertown Recreation Department, the Watertown Family Network, and other similar organizations. These strong partnerships allow us to meet the needs of youth outside of our Membership, expanding our reach within the communities we serve, including Watertown, Belmont, Newton and surrounding towns.

Our mission is **“to inspire and enable all young people, especially those that need us most, to realize their full potential as productive, responsible and caring citizens.”** Through affordable access to highly-valued programs, WBGC lays the foundation on which youth can build a successful future. Your investment in quality programming will result in long-term positive impact on local youth within your own community.

## WITH YOUR PARTNERSHIP, WE WILL REACH OUR 2024 GOALS:

Partner with  
40 Companies

Host 20  
Drives

Welcome 20 New  
Sponsors



**WATERTOWN  
BOYS & GIRLS CLUB**

Club & Administrative Offices  
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p. 617.926.0968

Learn more about us: [www.watertownbgc.org](http://www.watertownbgc.org)