

Boys & Girls Clubs of Huntington Valley



BOYS & GIRLS CLUBS
OF HUNTINGTON VALLEY

So Kids Can Be Kids

Awarded "Best Overall Program" in the Nation by the B&GCA

The Boys & Girls Clubs of Huntington Valley has won Boys & Girls Clubs of America's prestigious Honor Award for *Overall Program Excellence*. The award is presented to the Club that most exemplifies excellence in youth programming and practice. It was presented at the 96th National Conference in Orlando on May 17th.

Programs are judged by national staff members, who determine whether there was a significant contribution to the Boys & Girls Club Movement and to the young people they serve. They model the efforts of extraordinarily talented and dedicated professionals responding to the needs of children. They also must have strong, ongoing assessment processes in place to ensure that the desired outcomes are being achieved and the programs are constantly being enhanced to better serve members. Honor Award winners set the mark of quality for Clubs nationwide.

The award garnered the club \$8,500. The money will be used to support "award-winning"

programs that focus on building character self-esteem and life time learning skills.

"We have become a comprehensive learning center," said Tanya Hoxsie, Club CEO. The most important way to develop a child's self-worth is to help them succeed in school and in life, she said. "We are privileged to receive this recognition amongst the thousands of excellent programs run throughout the country. The award recognizes our many exceptional programs and mentors, from the occasional volunteer to the fulltime youth development professional. We have seen the fruits of our labors firsthand in the youth we serve, and it is an honor to be recognized by the Boys & Girls Clubs of America for our dedication."

The Boys & Girls Clubs of America is comprised of 3,300 Clubs in all 50 states. The organization was singled out for the 2002 Honor Award because of comprehensive programming that includes B&GCA's five core program areas: Character



"Best Overall Program Award"



The "MAC Award," see below

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The MAC Award- Marketing and Communications



Tanya Hoxsie, CEO and Alex Accetta, Past President of the Board of Directors receive award at B&GCA National Conference

For the past 16 years, the Marketing & Communications Awards have honored the best work of Boys & Girls Clubs. Clubs are judged by national staff and volunteers on their ability to promote their club and the Boys & Girls Clubs of America in an effective manner. There are five categories for Marketing Awards – Multimedia, Cause Related, B&GCA Initiatives & Events, Publications, and Technology. There is also an all-encompassing Comprehensive Marketing Strategy award, called the MAC Award. The MAC Award is presented to the Club that most shows a clear list of

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of Huntington Valley**

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Tanya S. Hoxsie
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So Kids Can Be Kids

25th Annual Benefit Dinner & Show

The **Boys & Girls Clubs of Huntington Valley- 25th Annual Benefit Dinner & Show** will be held on September 26, 2003 at the new Hyatt Regency Huntington Beach Resort & Spa. Our goal for the *Silver Anniversary* event is to raise \$330,000 to help provide a safe and loving environment for kids to grow, a place where all kids are encouraged to find their potential, a place where kids can be kids. As a community, it's our job to give young people what may well be the greatest gift of all— their own childhood. The chance to experience it comes but once in a lifetime. At the Boys & Girls Clubs, proven programs and activities give kids a chance to just be themselves, while at the same time enhancing their sense of self, building their skills and character, and preparing them for the world of tomorrow. Because when young people enjoy themselves in a positive place something wondrous happens – life lessons are learned.

Now, more than ever, our kids need your support. Our Boys & Girls Club makes a difference for more than 5,500 "at-risk" youth, and so can you! Table sales, items to be included in our silent and voice auctions, and sponsorships are needed if we are to meet our goals. To find out how you can help, please call 531-2582 or visit our website,

www.bgchv.org



The MAC Award From Page 1

objectives, effective use of strategies, understanding of marketing audiences, involvement of marketing committee, board, staff implement marketing strategies, and the impact of the marketing campaign on the organization. This is the prestigious award that was presented to the Boys & Girls Clubs of Huntington Valley.

The Boys & Girls Clubs of Huntington Valley implemented a comprehensive marketing strategy in 2002. The year-long plan helped achieve greater visibility and awareness within the community, and contributed to the overall success of our organization. Club staff and the Marketing Committee worked together to create a 2002 theme - "Raising Heroes". The theme was chosen to compliment "The Positive Place For Kids" national positioning statement, and to incorporate powerful personal success stories into the 2002 campaign.

The application included an overview of the "Raising Heroes" theme, how it was brought into the corporate culture, and a sample of 2002 marketing and public relations materials. Because of the tremendous support of staff, board members and volunteers, the Boys & Girls Clubs of Huntington Valley was able to successfully implement their year-long marketing strategy and, in turn, win one of the most important Boys & Girls Clubs of America awards.



STARR BUCK, THE REGISTER



4th Birthday Celebration Benefitting the #1 Club

Did you know that we have the No. 1 Boys and Girls Club in the Nation right here in Orange County? Well that was the talk of the evening at the *Chimayo at the Beach* restaurant celebration. The evening raised \$5,000 to benefit the Club.

The party, held June 25th, started at 6 p.m. and was scheduled to end at 9 p.m., but the good times had people wanting to stick around longer. Maybe it was a reaction from the mingling and the spectacular food and drinks offered. Or maybe it was the conga line, we really aren't sure, but nearly 400 guests enjoyed a great evening.

If you missed the fun this year, mark your calendars for next year. There's talk that with such a good turn out, it just may become an annual event.

Thank you David Wilhelm and *Chimayo at the Beach* for your support!

Kids Quote:

"You gotta learn about cookin' for when you're growed up, just in case your girlfriend is sick."

-Fourth grader, Eduardo Hernandez, on why the Club's Cooking Program is important
THE REGISTER

Awarded "Best Overall Program" From Page 1

and Leadership, Education and Career Development, Health and Life Skills, The Arts, and Sports, Fitness and Recreation. More than twenty Club staff members provide youth (5,300 kids served in 2002) with quality programs and activities.

Club, CEO Hoxsie, gave credit for the award to the club's Board of Directors, whose diligent fund-raising accounts for a sizable portion of the club's \$3.9 million budget, as well as her staff. "I have 120 professional staff that make the club happen every day," she said. "There is not a lot of money in it for them.

"You have to have the love in your heart."

40 Kids GO TO CAMP

Every summer, the Orange County Register Summer Camp Campaign and Los Angeles Times Family Fund provide funding to send youth from low-income families to summer camp. On June 29th, the Boys & Girls Clubs of Huntington Valley sent 40 disadvantaged youth to Camp Edwards, a week-long outdoor summer camp in San Bernadino County.

The purpose of the camp is to inspire every camper to become the best person they can possibly be. Each day the campers are presented with a new lesson, a new challenge, a new chance to grow, to make friends and learn. Campers enjoy hiking, fishing, swimming in Jenks Lake, canoeing, campfire and all the fun and tradition of camping.

Teamwork activities teach children to work as a group and problem solve. Low Ropes Adventure Course leads children and their cabin group in a series of problem-solving skills. Twilight Games give the opportunity for each child's cabin to compete against the other cabins in various friendly competitions (like a scavenger hunt). Campfire is a nightly event where each cabin entertains the camp with skits, songs, and silliness.

"Our organization is always very excited to participate in the OC Register Campership and LA Times programs. Their special focus on "at-risk" youth is important - the kids selected to participate would never be able to attend summer camp because it is so expensive, and they are the kids who need it the most." said Tanya Hoxsie, CEO. Psychologist Bruce Muchnick, a national expert on summer camp, says "At camp, kids learn to appreciate the outdoors, develop companionship and pick up skills that enhance self-reliance, cooperation and interdependence. These skills will remain with them into adulthood."

The Orange County Register and Los Angeles Times are continued supporters of the Boys & Girls Clubs of Huntington Valley through their holiday and camp campaigns.



Boys & Girls Clubs of Huntington Valley

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**The #1 Club
in the Nation!**



NATIONAL
KidsDay



August 3, 2003

The Boys & Girls Clubs of Huntington Valley would like to invite you to join in our celebration of **National KidsDay**.

Last year, our National KidsDay event included performances by club members, a dunk tank, bounce house, resource information booths, DARE and police officers, a fire truck, carnival games, face painting, and numerous other kid-related activities, all provided **FREE** of charge to the community. Needless to say, the event was a huge success, attracting more than 1,500 youth and families and front page newspaper coverage. This year, we will continue to expand the event to include more games, more entertainment, more prizes, and more important family information such as safety awareness, healthy child development and immunizations.

This one-day event, designed to provide a special day for our community's youth and their families, will be held on Sunday, August 3, 2003 from 11:00 am – 2:00 pm. The celebration will be held at our Kingston Branch, which is located in Mile Square Park at 18582 Brookhurst Street in Fountain Valley.

Come celebrate kids at the Boys and Girls Club National Kids Day event. "Make a kids day!"