

GREAT FUTURES START HERE.



**BOYS & GIRLS CLUBS
OF SANTA CRUZ COUNTY**
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OF SANTA CRUZ COUNTY**



"The Club helped shape me into the person I am today, and supports me to make the right choices. I want to help people in my community, and make a difference in their lives."

Youth of the Year Cecilia "CeCe" Ruiz-Rocha

SAVE THE DATES:

Summer Program Registration

Online Registration Opens Mid-April!
www.boysandgirlsclub.info

Friends of the Boys & Girls Club Humble Sea Social

May 6, 2023
2:00pm - 5:00pm

52nd Annual Golf Tournament

July 7, 2023
11:30am - 7:30pm



We're delighted to share that Cecilia Ruiz-Rocha ("CeCe") has been named as our 2023 Youth of the Year. This prestigious honor is bestowed upon an exemplary young person in recognition of their leadership, service, academic excellence, and dedication to live a healthy lifestyle.

Now in its 76th year, the Youth of the Year program honors our nation's most awe-inspiring young people on their path to great futures. CeCe spoke about her journey at the Boys & Girls Clubs of America's Northern California Youth of the Year competition, as well as the Boys & Girls Clubs of Santa Cruz County's 2nd Annual Grand Tabletop Luncheon at Hotel Paradox.

As Executive Director Lis DuBois explains, "CeCe is a shining example of the young people who make up our Club community. She's kind, respectful, mature beyond her years, and deeply committed to giving back to our community."

CeCe has been a member of the Club for the past eight years, attending each of our organization's three sites, including the Downtown Santa Cruz, Live Oak, and Scotts Valley clubhouses between 2015 and 2019. During that time, the Club provided a safe and supportive environment where she could build friendships, get help with homework, and explore new activities. This was especially important during busy election seasons in which her mother, a single-parent who works in the Santa Cruz

County Clerk's Office, worked long hours supporting local democracy.

"The Club helped shape me into the person I am today, and supports me to make the right choices," CeCe said. She has consistently served as a role model for other Club youth, especially since becoming a part-time staff member at the Joe & Linda Aliberti Clubhouse in 2021. Whether using her passion for books as a way to engage younger members, channeling her love of photography to share pictures of Club activities with families, or serving as a translator for caregivers whose primary language is Spanish, CeCe is a natural relationship-builder who helps deepen youth and family connections at the Club.

A senior at Scotts Valley High School, CeCe plans to attend CSUMB or San Jose State University upon graduation. She is interested in studying law and psychology, with the ultimate goal of serving as an advocate for Spanish-speaking children and families involved in the justice system. She explains, "I want to help people in my community, and make a difference in their lives." CeCe is already well on her way to doing just that, having volunteered for several years as a Santa Cruz County elections student worker supporting voter registration and outreach programs, in addition to the mentorship she provides to Club youth daily.



FIND US HERE

www.boysandgirlsclub.info

[Boys & Girls Clubs of Santa Cruz County](https://www.youtube.com/BoysAndGirlsClubsSantaCruzCounty)

[@bgcscc](https://www.instagram.com/bgcscc)

[@BoysAndGirlsClubSantaCruz](https://www.facebook.com/BoysAndGirlsClubSantaCruz)

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Executive Director Message

With springtime upon us, I'm thrilled to highlight some of the vibrancy and activity that has filled our three Clubhouses over the past several months.

We began 2023 with our Youth of the Year program, and are so proud to celebrate and uplift longtime Club member CeCe Ruiz-Rocha with this prestigious honor (read more about CeCe's achievements in our cover story). We're grateful for all that CeCe has contributed to our Club community over the years, and are excited to see what her future holds as she continues on to college to pursue her own Great Future.

Our youth have been busy across a wide range of programs, including our always-popular basketball league, swim lessons, and our "Stingrays" swim team. They've been honing their skills on the pitch and in the community with our first-ever Spring Soccer & Social Club. They've kept our music studios active via piano lessons, drum circle, ukulele club, guitar lessons, digital recording class, and LOTS of karaoke. They've been exploring the kitchen via cooking classes, and they've spent time connecting with our trusted staff to talk through the challenges of being a teen, via our SMART Girls and "BroCode" programs.

We've also been building partnerships in the community, with the goal of bringing new opportunities to our Club members. We're grateful to Chase Bank for offering financial literacy programs to our youth and staff, and to the Santa Cruz Community Farmers Market for returning to our Scotts Valley location for the 2023 season. We're partnering with Santa Cruz City Schools to bring summer fun at the Club to youth participating in summer school. And we're thrilled to have been selected as the beneficiary of the 2023 Santa Cruz Sunrise Rotary's annual bike ride, which will raise funds to revitalize our Downtown Club's indoor swimming pool.

With Summer on the horizon, we're gearing up to welcome hundreds of youth for eight weeks of Day Camps filled with fun, friends, and field trips. Community members can get involved via our 52nd annual golf tournament, or by joining an upcoming Friends of the Club event. And for those able to contribute a bit more time, we're seeking volunteers (including Surf Club coaches) and summer camp staff. Whether you jump in via any of these opportunities, or make a gift of financial support to further our efforts in support of local youth, I hope you'll connect in the way that's right for you.

With gratitude,

Lis DuBois

Lis DuBois
Executive Director



PHOTO BY JAY MELENA



PHOTO BY MICHAEL ALLEN



BGCSCC DOWNTOWN CLUBHOUSE, PHOTO BY JAY MELENA

President's Message New President Carol Scurich

We are well into 2023 and already we have so much to be grateful for. On March 18th the Friends of BGCSCC put on their second annual Tabletop Luncheon. This year the luncheon was held at Hotel Paradox and was again a huge success. Over 90 people attended to help raise funds and friends in support of our kids. We at BGCSCC never turn away a child for not having the ability to pay, so you can imagine how important it is to raise funds to not only keep the doors open but to continue to offer scholarships to the many eligible kids in our programs. We are such a fortunate nonprofit to have a Friends group, since most nonprofits are not so lucky. We look forward to many years nurturing and growing a strong partnership with the Friends. Checkout our website to see their upcoming events or maybe see about getting involved in this worthwhile organization!

We are also grateful for our amazing staff. I am constantly in awe of their talent, commitment and caring. When I see the attention and concern they consistently show our kids, I am so very thankful. Kids today are dealing with so many really difficult challenges and our trained and committed staff are what make the Boys and Girls Club that unique and special place which helps kids in our community not only be safe, but grow and strive. Thanks for your dedication to our kids and the organization. You are the BEST.

Scurich

Carol Scurich
Board President



PHOTO BY JAY MELENA

Promoting Healthy Lifestyles & Keeping Kids Active

SPRING SOCCER & SOCIAL CLUB

Building on the momentum of our Soccer & Poetry program last summer, Coach Mike is back with a new Soccer & Social Club! Soccer Social combines the fun of learning and playing soccer with the spirit and mission of a social club. The program is open to boys and girls in grades 3-5, and takes place at the Downtown and Live Oak Clubhouses. All skill levels are welcome to join, and the program promotes the power of teamwork to help youth develop themselves and their communities. Soccer & Social is the latest in our series of non-competitive athletic programming where the goals are greater than winning - with an emphasis on growing skills, confidence, teamwork, cooperation, and community.



PHOTO BY JAY MELENA

DIVING INTO AQUATICS AT THE DOWNTOWN CLUBHOUSE!

Spring is the perfect time for kids to build their swimming skills, gain confidence and learn water safety in preparation for summer. And following a long, windy and rainy winter, our heated indoor pool is the perfect place to have fun in the water!

Small-group Swim Lessons cost \$100 for four Saturday sessions, with scholarships available to kids and families who qualify for financial support. These lessons are available on a rolling monthly basis, and are first-come first-serve.

For Club kids, our non-competitive "Stingrays" Swim Team provides stroke development and practice time in the water twice per week during our after school program. Enrollment costs \$25 for the season.

Learn more about the Club's Aquatics Program offerings at www.boysandgirlsclub.info/swim

BASKETBALL ROUNDUP

Basketball season at the Club was a slam dunk!

Over 295 youth players aged 6 to 14 participated in the 2022-2023 Boys & Girls Clubs of Santa Cruz County's winter basketball league.

The basketball season brings an incredible energy to our Club, and the Downtown Gym buzzes with fun and the sounds of sport. Once again, dedicated volunteer coaches focused on skill-building and teamwork to get kids tuned up after a long off-season. Players spread across our four divisions, each with ~10 teams, broken up by age. Each team practiced once per week at the Downtown Clubhouse, with one to two games per weekend. Our 1st and 2nd grade "Biddy Ballers" had a great time while learning the basics.

Jackson (age 12) knew this was his third year playing in the league based on the number of basketball pictures on his refrigerator! "We didn't win a single game all year, but we did win our first game in the playoffs!" Jackson was proud of his development and growth, noting that he made the AAU team this year. This was Alex's (age 10) first time playing in the Club League. Alex said "I liked my team, and miss them! They were good, they passed the ball a lot, and played good defense. They even shot three pointers!"

Both Jackson and Alex are Club regulars, participating in after school and school break camp programs. But the basketball season provided a chance to play on teams with kids whose only experience of the

Boys & Girls Club is the basketball league. Because of the size and reach of our league, basketball season offers a unique opportunity to welcome families into the Club who represent the full diversity of our community, all in support of our kids on the court. Among the many highlights this season were the end-of-season playoffs at Kaiser Permanente Arena, and a **BGCSCC Club Night at the Santa Cruz Warriors game** on Saturday March 11th. KP Arena Section A was sold out with BGCSCC Club families and supporters. On that night, both the Club and the SeaDubs won!

We're grateful for all the volunteers, coaches and parents who helped make this season possible, and are so proud of each and every player who participated. See you next season!



PHOTO BY JAY MELENA

www.boysandgirlsclub.info

Our Mission

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



Good Character & Citizenship

THE NEED – 24% of all youth in California were bullied at school, and 15% experienced bullying online.³

WHAT WE DO – Torch Club, Youth of the Month, Youth of the Year.

OUR IMPACT – 82% of club members believe they can make a difference in their community, and 90% can stand up for what's right, even if their friends disagree.

90% expect to graduate from high school, and **88%** expect to complete some kind of post-secondary education.

82% of club members believe they can make a difference in their community, and **90%** can stand up for what's right, even if their friends disagree.

The Need in Our State

The Need in Our State: In California, nearly 3.1 million children would be enrolled in an afterschool program if one were available to them, and more than 607,000 kids were alone and unsupervised between the hours of 3pm and 6pm in 2020.¹

Our Reach

Member Demographics

1,096
YOUTH MEMBERS

+548

YOUTH SERVED VIA OUTREACH AND PARTNERSHIPS

=1,644

YOUTH SERVED IN 2022



3

Boys & Girls Club Sites in Santa Cruz County

64

adult staff
(14 full time, 50 part time)

80%
Ages 12 and Younger

20%
Teens

57%
Minority Races or Ethnicities

17%
Live in Single-Parent Households

32%
Qualify for Free or Reduced-Price School Lunch

Academic Success

THE NEED – 15% of young people in Santa Cruz County fail to graduate from high school on time.²

WHAT WE DO – Power Hour, Project Learn, Summer Brain Gain.

OUR IMPACT – 88% of our members report getting mostly A's and B's in school, 90% expect to graduate from high school, and 88% expect to complete some kind of post-secondary education.

Healthy Lifestyles

THE NEED – 31% of young people in California are overweight or obese.⁴

WHAT WE DO – Individual sports and recreation activities, Basketball League, Pleasure Point Surf Club, SMART Girls, SMART Moves, Triple Play.

OUR IMPACT – 52% of Club members ages 9 and older report getting at least an hour of physical activity on five or more days per week, and 58% report eating 5 or more fruits or vegetables per day.

How you can help

With your generous support, Boys & Girls Clubs of Santa Cruz County will create opportunities to help more kids and teens achieve great futures. To make a donation or learn about other ways you can help, contact Andy Cunningham, Director of Development, at 831-423-3138 or visit www.boysandgirlsclub.info/donate



The Club Experience

Boys & Girls Clubs fill the gap between school and home. We provide welcoming, positive environments in which kids and teens have fun, participate in life-changing programs, and build supportive relationships with peers and caring adults.

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¹ <http://afterschoolalliance.org/AA3PM/data/geo/California/overview>
² <https://dataportal.santacruzcoe.org/#Visualizations>
³ <http://nccd.cdc.gov/youthonline>
⁴ <http://nccd.cdc.gov/youthonline>

Looking for a way to support youth in our community? Come join our team of difference-makers.

Whether you love playing basketball, have a passion for the arts, or simply enjoy helping others, there's a role for you at the Club. By joining our team, you can make lifelong memories, earn money doing what you love, and have fun supporting local youth. We're currently ramping up for Summer programs – to learn more about available positions, please visit www.boysandgirlsclub.info/careers.



Pleasure Point Surf Club

One of our organization's most unique offerings is our after school Surf Club, presented in partnership with the Pleasure Point Surf Club. Each Wednesday from September through May, Surf Club gets about 30 local youth out in the water alongside friends and adult mentors, with the goal of building self-confidence and teaching respect for oneself, others and the environment.

Pleasure Point Surf Club is coming into its 15th year, and 8th year of partnership with the Boys & Girls Club. The Club's all-volunteer coaching staff teaches youth about ocean conservation, wilderness first aid, rescue techniques, and of course, how to surf, boogie board, and bodysurf. Whether members want to catch a wave or explore the shoreline at low tide, Surf Club is a chance for kids to connect with nature, connect with our unique ocean environment, and connect with one another.

"Our mission is to nurture our children by creating an environment that teaches ocean safety, environmental awareness, respect for oneself and for others; And to assist in building self-confidence, not only in surfing ability, but in all aspects of life so that each unique individual ultimately comes to understand their human potential in the community."

—Michael Allen, M.Phil, WFR

Surf Club is currently recruiting new volunteer coaches. If you're water-safe, can build rapport with youth, and are looking for a great way to spend your Wednesday afternoons, please reach out to coach Michael Allen to learn more at: pleasurepointsurfclub@gmail.com.

Visit www.pleasurepointsurfclub.com for more information.

Friends of the Club

Our "Friends of the Club" group is composed of Club donors, Board members, and community supporters whose goal is to connect and build community around the great work our clubs are doing to support youth in Santa Cruz County. The Friends represent a new way of getting involved with like-minded community members to support the Clubs, while having a lot of fun along the way.

Our Friends get together every few months to volunteer for the Club and participate in social events. In March, the Friends hosted their 2nd Annual Grand Tabletop Luncheon at Hotel Paradox in Santa Cruz. The day featured speeches by 2023 Youth of the Year CeCe R.-R., Club Executive Director Lis DuBois, Board President Carol Scurich, and author, tech lawyer, and Friend of the Club Tricia Montalvo-Timm.

The Friends next event will be a casual social afternoon at Humble Sea Brewing on Santa Cruz's West Side - a day to feature friendship, corn hole, and delicious local beer. We hope to see you there! To learn more about the Friends of the Club, visit the tab on our website: www.boysandgirlsclub.info/friends-of-the-club



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Mark your calendar to "Swing into Great Futures"



The 52nd Annual Swing into Great Futures Golf Tournament supports the Boys & Girls Clubs of Santa Cruz County's efforts to enable young people to reach their full potential as productive, caring, responsible citizens. It does so as the largest fundraising event of the year—an opportunity to have some fun, and do some good!

Our 2023 Golf Tournament will be held Friday, July 7th at the beautiful

DeLaveaga Golf Course in Santa Cruz. Join us for an afternoon of fun capped off with a celebratory dinner reception at the Grille at DeLaveaga.

We hope you will participate in this special tournament by signing up your foursome to play, becoming a sponsor, or making a donation. All funds raised go directly to helping kids and teenagers stay safe, connected and on track for their Great Future.

Not a golfer? You can still come out and join in on a wonderful day! We are excited to introduce a new experience, the Sip & Paint - hosted at the range-side patio at DeLaveaga. Socialize, enjoy the view and the wines, and then join in on the BBQ dinner and Auction fun!

To register, or learn about Sponsorship opportunities, please visit www.boysandgirlsclub.info



New Board President Carol Scurich (far right) golfing with her son (inside right), and foursome at 2022 Tournament.



Board of Directors

Carol Scurich
BGCSCC PRESIDENT
Retired, City of Santa Cruz

Ryan Cash
BGCSCC TREASURER
Bay Federal

Cheryl Shapiro
BGCSCC SECRETARY
Central California Alliance for Health

Tyler Atkinson
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Seana Sullivan
Tubi

Teresa Swart
Google

John Swift
Swift Consulting Services

Robert Terrance
Retired, UCSC

Our Summer Camps were voted "Best of Santa Cruz" by Sentinel readers!

Summer is right around the corner, and we at the Club look forward to another fantastic season filled with outdoor exploration, field trips, arts & crafts, games, swimming, and summer learning activities.

BGCSCC Summer camps provide youth ages 6 to 18 with an array of engaging and impactful programs focused on learning, staying active, and having FUN!

This year, we'll be offering 8 weeks of Summer Camp programs from June 5th - August 4th (with limited programming the week of July 4th). Our day-long schedule is especially helpful for families with working parents: camps run Monday through Friday from 8:00 am to 6:00 pm. Each week costs \$125.00, with scholarships available thanks to our donor-supported scholarship fund.

Additional information regarding Summer camp registration can be found on our website at www.boysandgirlsclub.info. We anticipate opening enrollment in mid-April for programs at our Downtown, Live Oak and Scotts Valley Clubhouses.

