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Rogers & Cowan

Media Contact: Jennifer Gutierrez

Phone: 561-391-5930 ext. 306

Email: jgutierrez@rogersandcowan.com

THE BOYS & GIRLS CLUBS OF BROWARD COUNTY EMBRACE NEW CHARITY PERFORMANCE MOVEMENT

FORT LAUDERDALE, FL (September 16, 2013) – When it comes to making a choice on which charity to make a contribution to, donors are often misled by a variety of sources that say only give to those whose overhead is very low. The top three watch-dog organizations that rate charities are now driving a campaign to prove that performance is the key indicator to a charity’s effectiveness. The **Boys & Girls Clubs of Broward County’s (BGCBC)** current performance is changing the lives of more than 12,700 at-risk youth annually by maximizing resources, programming and social services with sound fiscal management, accountability and transparency to the community.

Named a recipient of the coveted 4-star rating from Charity Navigator for the third consecutive year on September 1, 2013, BGCBC was also honored by the Boys & Girls Clubs of America and the Florida Area Council as having the Best Overall Program for its Healthy Snack & Meal program. Of the 900,000 youth in South Florida that are impacted by hunger insecurity, the BGCBC program has served more than 1.3 million snacks and meals in the last two years and continues to grow daily.

“We are privileged to be recognized by two stellar national organizations for our programs, best practices and fiscal oversight. Only 11 percent of the charities that Charity Navigator rates have received three consecutive years of 4-star evaluations” said Brian Quail, President and CEO of the BGCBC. “As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding high performance and quantifiable results. We can now show that for every \$1 dollar that is invested in the BGCBC, there is an \$18.45 return in positive economic impact to our community. This will allow us to continue to serve our county’s youth and be accountable to our donors now and in the future.”

Charity Navigator President & CEO Ken Berger said the 4-star designation differentiates the BCGBC from its peers and demonstrates to the public it is worthy of their trust. Charity Navigator influenced approximately \$10 billion in charitable gifts in 2012.

In a historic move, executives from Charity Navigator, GuideStar and Better Business Bureau Wise Giving Alliance penned a letter to the donors of America on June 17, 2013, denouncing the “overhead ratio” as the sole performance of nonprofit performance. The letter stated: “Overhead costs include important investments charities make to improve their work: investments in training, planning, evaluation, and internal systems—as well as their efforts to raise money so they can operate their programs. When we focus solely or predominantly on overhead. . .we starve charities of the freedom they need to best help the people and communities they are trying to serve.”

The Boys & Girls Clubs of Broward County

The Boys & Girls Clubs of Broward County joined the national organization in 1965 and have grown along with the movement. One of the largest Boys & Girls Club organizations in the nation, we operate in 12 facilities with a membership of over 12,700 youth. As a nonprofit 501(C) (3) private agency, we rely on funding raised by our Board of Directors, special events, general donations, corporate sponsors, foundation support, endowments, along with federal, state, county and city governments.

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