



# Boys & Girls Club of San Fernando Valley



OCTOBER 2024

Press Kit

PR@BGCSFV.ORG

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# Who We Are



The Boys & Girls Club of San Fernando Valley is a trusted non-profit that has been serving local youth since 1966. Our mission is to provide a safe, supportive environment where young people can grow, learn, and develop into productive citizens leading healthy lifestyles.

We offer programs in education, STEM, sports, leadership, and the arts, that help children and teens build confidence, develop essential life skills, and explore their talents.



We have served thousands of youth in the San Fernando Valley, focusing on underprivileged communities, to provide them with access to critical resources and mentorship.



# What We Offer

**Boys & Girls Club of San Fernando Valley offers a diverse range of programs that include:**

- **Academic Support & Tutoring:** Providing after-school homework help and tutoring in core subjects.
- **STEM Programs & Activities:** Engaging youth in science, technology, engineering, and math.
- **Sports & Recreation:** Encouraging physical activity and teamwork through athletic programs.
- **Leadership Development:** Teaching young people how to be leaders in their communities and schools.
- **Arts & Creativity:** Fostering self-expression through music, art, and performance.

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# Leadership



**Nicole Chase**  
**CEO/President**

**Bachelors in Industrial Psychology  
from UC Berkeley**

**Nicole is passionate about helping youth learn to love themselves, and to value who they are and where they came from. The goal is to make them feel that they can go anywhere and still feel comfortable.**

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# Background

## History:

The Boys & Girls Club of San Fernando Valley began in 1966 as a small recreational space in Pacoima, expanding over 50 years into a 30,000-square-foot facility with programs and facilities to support youth and families in need. The Club has served over 70,000 young people, providing safe, supportive programs focused on self-sufficiency, health, and education.

## Mission:

The Club's mission is to empower youth, especially those facing challenges, to reach their potential. Through programs in Arts, Education, Leadership, Sports, and Health, the Club supports social and educational growth, focusing on at-risk youth to build self-esteem, values, and self-reliance.

## Summary of Overall Activities:

Each year, over 2,000 youth and families benefit from the Club's supportive programs, led by professional staff and volunteers. The Club, a Boys & Girls Clubs of America affiliate, provides development opportunities in Education, Leadership, Health, Arts, Recreation, and Family Support.

## Quantitative and Demographic Information:

Located in Pacoima, the Club serves a predominantly Latino, low-income community where nearly a third of residents are under 18. The Club addresses the specific needs of these youth, offering programs to support and uplift both young people and their families.

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# Fact Sheet

- **Organization:** Boys & Girls Club of San Fernando Valley
- **Founded:** 1966
- **Location:** Pacoima, CA
- **Mission:** To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens, leading healthy lifestyles.
- **Key Services:** Academic tutoring, STEM programs, leadership development, sports, arts, social skills, life skills.
- **Impact:** Serving thousands of youth annually.



# Branding

## BGCA PRIMARY COLOR:

**PRIMARY: BGCA BLUE**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

## BGCA Expanded Colors:

**Inspirational Green**  
PMS: 376C  
CMYK: 54/0/100/0  
RGB: 129/188/0  
HEX: 818c00

**professional Blue**  
PMS: 301C  
CMYK: 100/53/4/19  
RGB: 0/75/135  
Hex: 004B87

**Service Purple**  
PMS: 267C  
CMYK: 77/97/0/0  
RGB: 97/38/158  
HEX: 61279E

**Theatrical Gray**  
PMS: Cool gray 11C  
CMYK: 77/39/158  
RGB: 97/39/158  
HEX: 53565A

**Great Futures Gold**  
PMS: 7564C  
CMYK: 0/50/100/9  
RGB: 226/136/27  
HEX: E2881B

**Bold Black**  
PMS: Black C  
CMYK: 0/0/0/100  
RBG: 0/0/0  
HEX: 000000

## LOGOS:



**GREAT FUTURES START [HERE.](#)**



**GREAT FUTURES START HERE**  
FORMULA FOR  
**IMPACT**

**YOUNG PEOPLE  
WHO NEED US MOST**



**OUTCOME-DRIVEN  
CLUB EXPERIENCE**



**PRIORITY OUTCOMES**



**FIVE KEY ELEMENTS  
FOR POSITIVE YOUTH DEVELOPMENT**

•  
**HIGH-YIELD  
ACTIVITIES**

•  
**TARGETED  
PROGRAMS**

•  
**REGULAR  
ATTENDANCE**



Graduate from high school ready for college, trade school, military or employment



Be an engaged citizen involved in the community, register to vote and model strong character



Adopt a healthy diet, practice healthy lifestyle choices and make a lifelong commitment to fitness







# Contact Us

**Boys & Girls Club of San Fernando Valley**  
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# Follow Us

Social Media:  
<http://smart.bio/bgcsfv>

# Media

Club Photos:  
<https://bit.ly/4hGY7UQ>