

## INVESTING IN BOYS & GIRLS CLUBS PAYS DIVIDENDS FOR YOUTH, FAMILIES AND OUR NATION

A new study commissioned by BGCA finds that every dollar invested in Boys & Girls Clubs returns \$9.60 in current and future earnings and cost-savings to American communities. As a nationwide federation, Clubs spend \$1.4 billion annually on operating costs, resulting in \$13.8 billion in lifetime benefits to youth, families and our society.

In 2015, BGCA engaged researchers at the Institute for Social Research and the School of Public Health at the University of Michigan to conduct a national study to estimate the *return on investment* (ROI), or the benefit-cost ratio, of the services Boys & Girls Clubs provide to youth and their families. The ROI analysis examined how the costs required to provide Club programming compare to the long-term benefits for youth and families in economic terms.

### HOW THE STUDY WAS CONDUCTED

The study provides the first national ROI estimates for Clubs. It is also the first study of this type to take advantage of the wealth of data available through BGCA's National Youth Outcomes Initiative.

To estimate a benefit-cost ratio, researchers examine program costs and lifetime economic benefits. In BGCA's study, the researchers included the program and management costs from all local Club organizations and BGCA national headquarters.

To estimate lifetime economic benefits of overall Club impact, the research team compared Club member NYOI data to comparable national data sets<sup>53</sup>, adjusting for demographic and socioeconomic factors. Overall, researchers found that Club members have higher physical activity and grades, and lower cigarette, marijuana and alcohol use, as compared to matched comparison samples.

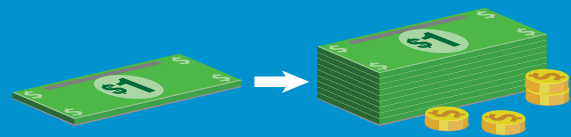
The researchers also estimated impact on parental earnings, using results of a previous local Club ROI study, in which 36 percent of parents strongly agreed that Clubs allowed them to keep their jobs.<sup>54</sup> These findings from Club parents are corroborated

by a national survey of parents in which 55 percent completely agreed and 28 percent agreed that afterschool programs help them keep their jobs.<sup>55</sup>

### RESULTS SHOW CLUBS ARE A SOUND INVESTMENT

Overall, BGCA's study found that...

**EVERY \$1 INVESTED IN BOYS & GIRLS CLUBS RETURNS \$9.60 IN CURRENT AND FUTURE EARNINGS AND COST-SAVINGS TO THEIR COMMUNITIES.**



The greatest benefits are from Club members' improved grades and reduced alcohol use and their parents' earnings.

These local-level economic benefits translate to substantial economic benefits for our nation and society as a whole. Clubs spend \$1.4 billion annually on operating costs<sup>56</sup>, resulting in \$13.8 billion in lifetime benefits to youth, families and communities. Boys & Girls Clubs help increase the earning power of parents, as well as of youth when they become adults. Boys & Girls Clubs also contribute to major savings for society by helping to prevent costly expenditures for health care, public assistance programs, and criminal justice system involvement and incarceration.

The study indicates that Boys & Girls Club services and programs produce tremendous value for youth, families and their communities. The long-term economic benefits associated with those services are considerably higher than their costs. Investing in Boys & Girls Clubs pays dividends to society by helping young people reach their full potential as productive, caring, responsible citizens.

## ESTIMATING ROI OF TWO NATIONAL PROGRAMS

The study also produced benefit-cost ratios for two BGCA programs. **Project Learn** is a Club-wide program strategy that reinforces and enhances the skills and knowledge young people gain at school during their time at the Club. **Triple Play** is a suite of programs that increase Club members' daily physical activity, teach them good nutrition and help them develop healthy relationships.



To calculate program expenses, the research team used information about the costs of staff and volunteer time, facilities and supplies provided by Boys & Girls Clubs in Georgia, a state in which wages are close to the national average. Researchers used outcomes findings from previous evaluations of the two programs to quantify their benefits (see pages 30 and 31). They found that:

- **Project Learn** generates an estimated \$18,000 in lifetime benefits from improved grades, yielding a return of \$8 on every dollar invested.
- **Triple Play** produces estimated lifetime benefits of \$270 by increasing physical activity, for a return of \$1.40 on every dollar invested.