




BOYS & GIRLS CLUBS OF GREATER TAMPA BAY

**A BOLD MOVEMENT TOWARD EXPANSION, SUSTAINABILITY,
AND IMPACT ACROSS THE TAMPA BAY REGION**



**BOYS & GIRLS CLUBS
OF GREATER TAMPA BAY**

Serving Hillsborough, Pasco, & Pinellas Counties



OPENING DOORS IN HISTORIC WEST TAMPA

Boys & Girls Clubs of Tampa Bay has been a strong thread in the fabric of the Tampa Bay community for nearly 100 years.

In 1926, the Tampa Rotary Club established the first Club – the West Tampa Boys Club. After almost 20 years of community success, the Rotarians recognized a need for expansion and impact.

By 1980, three more Clubs opened, including one in Ybor City and Dover. A partnership with Hillsborough County Parks & Recreation led to further expansion; including provision of services to young women.

A merger with the Pasco County Boys & Girls Clubs in 2002 provided even greater impact. In 2013, the first Club in partnership with the Hillsborough County Sheriff's Office opened in Nuccio Park.

Today, the organization provides high-quality Club experiences and opportunities to more than 12,500 youth at 25 Clubs and school sites.

BUILDING GREAT FUTURES ACROSS THE BAY

The Boys & Girls Clubs of America Movement came to Pinellas County in November 1959 with the founding of the Boys Club of Pinellas Park.

The Boys Club started operating in January 1960 in an old frame building leased from the City of Pinellas Park and remained the only Boys Club in Pinellas County until August 1967, when the Boys of Pinellas, Inc. was chartered, thus opening doors to Northside Boys Club.

In June of 1975 the Southside Unit opened its doors to service a new community, followed by Tarpon Springs Unit in November of 1977, and the Condon Gardens Unit in June 1988. The Ridgeview Unit opened in October of 1993.

In September of 1991, following the Boys & Girls Clubs of America (BGCA) trend, the Boys Club of Pinellas County expanded its programs and services to include young women, changing its name to Boys & Girls Clubs of the Suncoast began.

The Boys & Girls Clubs of the Suncoast and Boys & Girls Clubs of Tampa Bay have officially unified under the new name of Boys & Girls Clubs of Greater Tampa Bay to amplify brand awareness, increase strength and longevity with community partnerships, and provide more opportunity for families, youth, and staff.

Under the guidance and support of Freddy Williams, President & CEO of the Boys & Girls Clubs of Greater Tampa Bay, this newly unified organization will move forward as a cohesive unit increasing impact across Hillsborough, Pinellas, and Pasco Counties. This unification enhances the unique strengths of our organizations in a powerful way with one powerful voice.

With the support of Boys & Girls Clubs of America, to assess the legal, cultural, and best practices of a combined effort, the new name was selected and confirmed by all necessary parties. The respective boards have now joined forces as one, finding significant synergies that will allow us to collectively expand our reach to address unmet demand for our services while retaining and deepening engagement with our current Club Members across the Tampa Bay Region.

BRIDGING THE GAP BETWEEN ORGANIZATIONS

What are the benefits of a shared vision, mission, and strategy?

HILLSBOROUGH

Only 51% of third graders in Hillsborough County are reading at or above grade level.

More than 62,000 children in Hillsborough County are living in poverty.

Hillsborough County has a high school graduation rate of 88%.

60% of youth in Hillsborough County qualify for free or reduced school lunch.

PASCO

Only 56% of third graders in Pasco County are reading at or above grade level.

More than 18,000 children in Pasco County are living in poverty.

Pasco County has a high school graduation rate of 90%.

In 2021, the rate per 1,000 arrests among juveniles in Pasco County was 20.9.

PINELLAS

Only 56% of third graders in Pinellas County are reading at or above grade level.

More than 26,000 children in Pinellas County are living in poverty.

Pinellas County has a high school graduation rate of 92%.

35% of youth in Pinellas County qualify for free or reduced school lunch.

WHAT IS OUR COMMUNITY IMPACT?

How Boys & Girls Clubs is
making a difference in
communities throughout
Greater Tampa Bay.

IMPACT IN

HILLSBOROUGH & PASCO COUNTY

100%

Graduation rate among High School seniors that attend the Club.

550,000

Meals served in partnership with Feeding Tampa Bay.

99%

Of youth had no involvement with the Department of Juvenile Justice.

173,488

Total number of annual program impact hours.

98%

Of youth have been promoted to the next grade level.

66,846

Total number of hours spent in STEAM focused programming.

IMPACT IN

PINELLAS COUNTY

97%

Graduation rate among High School seniors that attend the Club.

210,000

Total number of healthy meals served in Clubs.

96%

Of youth improved reading scores on Florida standardized testing.

173,488

Total number of annual program impact hours.

94%

Of youth increased resiliency through participation in Mental Health programs.



BOYS & GIRLS CLUBS
OF GREATER TAMPA BAY
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With the official unification of our Clubs, we are now proudly operating as Boys & Girls Clubs of Greater Tampa Bay. While daily schedules and programming remain consistent, this new chapter allows us to expand our reach, deepen key initiatives like workforce development and mental health, and strengthen the impact we deliver across Hillsborough, Pinellas, and Pasco Counties. By coming together, we're creating more opportunities for youth, investing more in staff, and building greater value for our community partners.

Focus group feedback showed strong support for a unified identity, consistent experiences, and greater impact across the region, for reasons including:



EXTERNAL FACTORS

BOYS & GIRLS CLUBS OF AMERICA TRENDS

Our national office, Boys & Girls Clubs of America (BGCA), has overseen more integrated models of service between organizations in the past 10 years than ever in their more than 100-year history. It is common in greater metropolitan areas for two entities with a shared mission and vision to combine their efforts for greater impact. In 2017, 83 of these forms of integrations occurred within The Movement.

GEOGRAPHIC CLARITY

The term “Greater Tampa Bay” is widely understood to represent the broader region—including Hillsborough, Pinellas, and Pasco Counties, making it a strong, unifying name for our merged organization. While Pinellas is smaller in size, it remains one of the most recognizable parts of the region and closely connected to Hillsborough.

As we begin to officially operate as one, this new name becomes reflective of our new, broader service area. Uniting under Boys & Girls Clubs of Greater Tampa Bay brings clarity, strengthens our regional identity, and reflects our shared commitment to serving youth across the entire area.



EXTERNAL FACTORS

BRAND CONGESTION

There are more than 14,000 nonprofit organizations in the greater Tampa Bay area; over 1,300 of which are human service organizations. Our brand is one of the most recognizable nonprofit brands in the nation (80%), yet many people aren't aware of the incredible things happening in our Clubs. This combination of high awareness and low familiarity, in an environment where two entities are doing the same work, causes brand congestion and risk for gift retention and attainment. We have an opportunity to mitigate brand misunderstanding and be more effective with public messaging, awareness, and fundraising.

SHARED STAKEHOLDERS

There are many national partnerships that provide local support; with campaigning efforts executed throughout the year that yield direct donations to local Clubs. As Boys & Girls Clubs of Greater Tampa Bay, we're now better positioned to strengthen local partnerships and drive even greater returns on investment for the communities we serve.

MOBILITY IN THE MOVEMENT

As a newly unified organization, Boys & Girls Clubs of Greater Tampa Bay is uniquely positioned to strengthen our team, create new growth opportunities, and build a more connected, empowered staff across the region.

CLUB EXPERIENCE EXPANSION

Boys & Girls Clubs of America's 2025 Strategic Plan includes a nationwide effort to increase the number of young people having access to optimal Club experiences. This requires a major shift on the local level of how Clubs have traditionally recruited and reached youth. Both organizations have adopted a school-based model that has allowed them to meet kids where they are while developing solid relationships with the school systems. This integration allows us to expand and enhance this effort as well as focus on new innovative methods of youth engagement.

BUILDING THE BRIDGE

Boys & Girls Clubs of Greater Tampa Bay is moving forward with a bold, unified vision. With insight from leadership, Board Members, and key stakeholders, our plan focuses on increasing efficiency, creating opportunity, expanding impact, and building stronger connections for the youth and communities we serve.

MEDIA ALERT

Boys & Girls Clubs of Greater Tampa Bay Launches, Uniting Forces Across the Region Ahead of Centennial Year

TAMPA, FL - Boys & Girls Clubs of Tampa Bay and Boys & Girls Clubs of the Suncoast have officially united to form Boys & Girls Clubs of Greater Tampa Bay, a powerhouse organization serving youth across Pinellas, Hillsborough, and Pasco counties.

This strategic merger isn't just a name change but a bold move to expand impact, deepen roots in the community, and prepare for the next century of service. By combining resources, leadership, and decades of local expertise, Boys & Girls Clubs of Greater Tampa Bay is now positioned to serve thousands more kids and families with stronger programs, broader reach, and greater equity.

Leading the organization is Freddy Williams, a proud Club alumnus and respected voice in youth development. Williams, who continues as President & CEO, brings more than 15 years of transformative leadership, including a record of seven consecutive years of double-digit revenue growth and national recognition under his leadership of the Suncoast Clubs.

“This name change marks the start of an exciting new chapter, one that honors two powerful legacies while creating even greater opportunities for the young people who count on us,” said Freddy Williams, President & CEO of Boys & Girls Clubs of Greater Tampa Bay. “Young people do not care about county lines, they care about being seen, supported, and set up for success. By coming together, we’re not just unifying our name; we’re uniting our commitment to deliver the very best to every child who walks through our doors.”

With its centennial on the horizon, this unification signals a renewed commitment to innovation and long-term growth. The combined entity is now one of the largest youth-serving organizations in the region, delivering high-impact programming in academic success, leadership development, workforce readiness, and wellness.

The merger follows months of collaboration between both Boards of Directors, with guidance from Boys & Girls Clubs of America. The integration was grounded in cultural alignment, operational efficiency, and a shared vision to elevate every child, no matter where they live.

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MEDIA ALERT CONTINUED

“This isn’t just about bigger - it’s about better,” said Board Chair Edwin Narain. “We’re honoring our legacy while expanding our reach. Our values haven’t changed, but our potential just multiplied.”

“From Clearwater to Plant City and everywhere in between, this move means more access and more opportunity for young people,” added Board Chair Elizabeth Constantine. “That’s a win for every community in Greater Tampa Bay.”

As it heads into its 100th year, Boys & Girls Clubs of Greater Tampa Bay is focused on the future - one where every young person, in every corner of the region, has the support and tools to thrive.

To learn more, locate Clubs in your area, or support the mission, [visit www.bgctampa.org](http://www.bgctampa.org) or www.bgcsun.org.

FREQUENTLY ASKED QUESTIONS

Why did you change the name to Boys & Girls Clubs of Greater Tampa Bay?

In 2024, Boys & Girls Clubs of the Suncoast and Boys & Girls Clubs of Tampa Bay merged to better serve youth across the Tampa Bay region. The new name reflects our expanded impact and commitment to a larger region, while maintaining our mission.

When will this change take effect?

Right away! We have officially rebranded and officially are serving youth under the name of Boys & Girls Clubs of Greater Tampa Bay

What does this change mean for Club Members and families?

The change is in name only. All Club locations, programs, and services will continue as usual, providing the same high-quality programs.

Will my local Club location change or close?

No. All Club locations remain open and fully operational. Members will continue to attend the same Clubs, with the same staff and programs.

Does this affect the programs and services you offer?

No. We remain committed to providing academic support, leadership development, career readiness, and health & wellness programs. This rebranding will help us enhance and expand programs in the future through collaborative partnership.

Will my donations still go to the same cause?

Yes! Donations continue to directly support youth programs and Club operations in Tampa Bay. The new name unites our fundraising efforts to support impact across all communities we serve.

What should I do if I already donate or sponsor the Club?

No action is required! Your contributions will support Boys & Girls Clubs of Greater Tampa Bay. If your business or organization features our old name, we'd appreciate your help in updating materials with our new name and logo. If you are in need of our updated logo for marketing purposes, please contact our Creative Director Hailey Carver at hcarver@bgcsun.org.

How does this impact partnerships with schools and businesses?

Our partnerships remain unchanged, and we look forward to growing and strengthening relationships with schools, businesses, and community leaders under our new name.

Will the website or contact information change?

Yes, our new website is currently under construction! Please visit www.bgctampa.org or www.bgcsun.org for updates and information regarding Boys & Girls Clubs of Greater Tampa Bay.

How can I help spread the word?

- Share our announcement on social media (@BGCGreaterTB)
- Encourage friends, families, and partners to update our name in their communications
- Volunteer or donate to support our programs

Where can I find more information about this transition?

Visit www.bgctampa.org or www.bgcsun.org and follow us on social media (@BGCGreaterTB).

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Boys & Girls Clubs of Greater Tampa Bay



@BGCGreaterTB



Boys & Girls Clubs of Greater Tampa Bay



www.bgctampa.org or www.bgcsun.org



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A blue-tinted background image showing a woman and a young girl sitting at a desk, working on a laptop. The woman is smiling and looking at the screen, while the girl is focused on the keyboard.

**MEDIA
HANDLES
& LINKS**