



**BOYS & GIRLS CLUBS
OF THE GREATER TRIAD**

To: Mayor Allen Joines and Members of the Winston-Salem City Council
CC: Ben Rowe, Assistant City Manager, Winston-Salem
From: Dr. William D. Gibson, President & CEO, Boys & Girls Clubs of the Greater Triad
Date: June 12, 2026
Re: Questions from City Officials – Minnie Lee Davis Harris Rec Center and BGCTriad Partnership

Ben, thank you for sharing these questions from Council members. Before responding directly, I want to take a moment to express just how excited and energized we are about this partnership with the City of Winston-Salem. This is exactly the kind of civic collaboration that moves communities forward, and the Minnie Lee Davis Harris location represents a meaningful first chapter in what we believe will be a long and impactful relationship. We don't take lightly the trust the City has placed in us, and we are fully committed to earning it every single day.

Please find our responses to the questions below that came to you from a couple of City Council members last Monday, along with a few additional points I believe will be helpful context for the Mayor and Council.

Q: Does BGCTriad charge for programming?

BGCTriad's programs are provided at no cost to the youth and families we serve. That is a foundational commitment, not a policy we revisit. For context, the average cost of afterschool care in North Carolina runs approximately \$5,689 per year, which places quality out-of-school-time programming well out of reach for many Forsyth County families. Boys & Girls Clubs exist precisely to close that gap. The full cost of operating a neighborhood Club site—staffing, programming, meals, and facilities—is approximately \$500,000 annually, funded entirely through philanthropy—individual donors, corporate partners, and foundations, including those that have already made commitments to our Future Ready Triad expansion. Our fundraising efforts in Winston-Salem are conducted in tandem with the launch of programming in specific neighborhoods and site locations. We can't have one without the other.

Q: Will there be BGCTriad signage at the Minnie Lee Davis Harris Community Center?

That is correct. The name of the Minnie Lee Davis Harris Community Center will not change; that legacy matters, and we honor it. BGCTriad signage will be added to identify the Club's presence within the facility and community. Our shared-space model is designed to be additive, not disruptive to the community center's existing identity or to the people it has served for years.

Q: Will there be overlap between BGCTriad's programming and existing Recreation and Parks programming?

This is exactly the kind of productive question we welcome, and we are committed to working closely with the Recreation and Parks Department to ensure our programming is complementary rather than duplicative. Boys & Girls Clubs programming is structured around three core outcome areas: Academic Excellence, Healthy Lifestyles, and Good Character & Citizenship, with a particular emphasis on afterschool academic enrichment, workforce readiness, and social-emotional development. I'm pleased to share that we are already in active collaboration with Leah and William from the Parks & Recreation

Department, and those conversations are off to a strong start. We are aligned around building a model that exemplifies the very best of a shared-space facility, one where both organizations bring their strengths to the table and the community is the clear winner.

Our presence also brings dedicated BGCTriad staffing capacity to the location, which means more youth and teens served, more hours of programming available, and a more active, vibrant facility for the neighborhood overall. Rather than competing, we see this as a genuine force multiplier. A well-resourced, fully activated community center raises the profile of both Recreation and Parks and BGCTriad in the eyes of the community and, more importantly, delivers on the promise that every young person in that neighborhood has somewhere safe to go, something meaningful to do, and someone in their corner. We look forward to continuing that work and are happy to facilitate any additional conversation the Council would find helpful. We are your partners in this work.

Additional Context for the Mayor and Council:

A few broader points that may be helpful as the City shares this information:

- **The Minnie Lee Davis Harris Club is the first of ultimately 6 planned Winston-Salem sites over the next few years, through the fiscal year 2030/2031.** Our expansion roadmap includes a hopeful partnership at Martin Luther King Jr. Community Center (launching later in 2026) and Piedmont Park Community Center (launching early 2027), with additional sites anticipated as the Future Ready Triad campaign grows. Our goal is to operate 25-30 Club sites across the Greater Triad by 2030/2031, ultimately serving 9,000+ young people annually, with Winston-Salem as a cornerstone of that vision.
- **This expansion represents the largest active initiative nationally for the Boys & Girls Clubs of America.** Boys & Girls Clubs of America has recognized Future Ready Triad as the largest national expansion currently underway. The City of Winston-Salem's partnership is central to making that possible. It's ambitious, but there are almost 40,000 young people from underserved communities across our region who need access to a safe space with mentors in their corner. We can't serve them all, but we can help build an ecosystem of youth development work, in partnership with cities, nonprofits, and other CBOs to tighten the net of support.
- **Our work here fills a genuine void.** When the Boys & Girls Clubs of America and the Salvation Army ended their decades-long partnership in January 2025, thousands of young people in Greensboro and Winston-Salem (and surrounding communities) lost access to quality, evidence-based afterschool BGCA programming. BGCTriad has stepped in to rebuild that infrastructure, not as an outside organization coming in, but as a regional organization with deep roots in the communities of the Greater Triad. BGCTriad is built on almost 30 years of dedicated service in High Point and Asheboro as a standalone BGC organization, operating 6 sites and serving 2,000+ Club Kids.
- **All expansion costs are funded through the Future Ready Triad Campaign.** No existing BGCTriad programming is at financial risk to fuel growth. New sites are resourced by new dollars, funded entirely through philanthropic investments and collaborative partnerships with assets for programming.

We are deeply grateful for the City's partnership and the Council's thoughtful engagement. Winston-Salem's young people deserve nothing less than our very best. Together, that's exactly what we intend to deliver.

With Deep Appreciation,

Dr. William D. Gibson
President & CEO
Boys & Girls Clubs of the Greater Triad