



BOYS & GIRLS CLUBS OF CENTRAL FLORIDA

With Opening of First Thrift Store Boys & Girls Clubs of Central Florida Pursues New Revenue Source

(ORLANDO, Fla.) With the opening of its first thrift store in Winter Park, Boys & Girls Clubs of Central Florida has embarked on a carefully researched and planned venture to develop a nontraditional revenue stream for the organization.

“Like many nonprofits, Boys & Girls Clubs of Central Florida experiences the ebb and flow of donations and grant funding,” said President and CEO Gary W. Cain. “As we explored ways to diversify and increase our funding stream, research showed that the thrift store concept has great potential to do so.”

The idea for a thrift store was originally generated by a Board member, and the idea took root said CFO Dan Mallary. “We researched the concept and explored the successes and challenges of other Boys & Girls Clubs thrift stores around the country,” he said. “Ultimately, our team and the Board decided it was worth pursuing.”

The organization hired Patti Johnson, an experienced thrift store manager, who began the community outreach necessary to accumulate donations for the store and identify temporary storage solutions. During this time Mallary and Johnson scoured Central Florida for an ideal site for the store.

They decided on a 9,000-square foot space in the Casselton Corners plaza at 2054 S.R. 436, Suite 140, Winter Park, FL 32792. Near the intersection of S.R. 436 and Aloma Avenue, the site provided exposure to thousands of cars per day and a steady flow of pedestrian traffic.

In addition to the beneficial location, the site required little renovation. Besides some electrical work and cosmetic improvements, the space was “turnkey,” according to Mallary.

The store is moving forward under a three-year business plan. The goal is to develop the model to achieve maximum profitability and then expand to other sites. Currently, Cain and Mallary are meeting with and seeking retail partners to donate excess inventory to the thrift store on an ongoing basis. This complements a steady stream of clothing and furniture donations from the public and provides a variety of inventory that motivates return customers.

“Ultimately, this is about providing a home away from home and services to every boy and girl in Central Florida who needs a safe, nurturing place to go,” said Cain. “We currently serve nearly 14,000 youth, but there are thousands more who need our support.”

For more information, contact Michelle Edwards, APR, at michelle.edwards@evokad.com or 407/302.4416, ext. 312.

About Boys & Girls Clubs of Central Florida

Since 1944, Boys & Girls Clubs of Central Florida has provided at-risk children from the local community, between the ages of 6 and 18, with a safe place to learn and grow. Our membership totals nearly 14,000 young people at 30 Clubs and middle school sites in Brevard, Orange, Osceola and Seminole Counties. The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. Learn more at 407.841.6855, www.bgccf.org, facebook.com/bgccf, or twitter.com/bgccf.

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