

As a non-profit sports organization, there are some competitors to keep an eye on. For SASF, that is the Boys and Girls Club of America. This non-profit is one of the top youth organizations that target parents in the United States. It had a goal of \$2 billion in revenue at the end of 2017 from 2011. This was a big task to achieve. To do this, it had to have considerable growth in its supporters. Sandoval (2018) talks about how they did it.

BGCA achieved the Atlanta-based non-profit's remarkable success by getting many of its 1,100 local chapters better trained in raising significant gifts. In 2017, its annual revenue from individual donors was \$258 million, more than double where it was in 2011.

Overall, it raised \$909 million in 2017, vaulting it to number 7 on the Chronicle's annual list of charities that bring in the most in cash and stocks.

The Boys and Girls Club of America offers programs, including youth, sports and recreation, education, arts, character and leadership, health and wellness, and workforce readiness. This organization created the concept of after-school arts in 2014, directed at urban tweens. "The support came from the Wallace Foundation with a \$5.35 million grant. In two and a half years, if everything went well, the Wallace Foundation would provide another \$6.55 million" Stainburn (2014). BGCA attracts many youths from low-income communities. There are many reasons for this, but the youth responded that it was something to do, as they were bored at home. They were several comments on the reasons for attending the BGCA: "(a) the activities, (b) playing outside and in the gym, (c) spending time with friends, (d) opportunities for choice, (e) snacks, (f) and a more relaxed atmosphere than at school," Fredricks (2010). The BGCA also has a program for teens and young adults. In addition, BGCA has a youth of the year, honoring standout children throughout the United States, split into regions. BGCA also has a military youth of the year

category. This organization highlights ways to get involved through donations and signing up to be a mentor, among other ways to get involved.

SASF will stand out from the Boys and Girls Club by offering research on how its programs can benefit its target audience. SASF will do this through in-depth resources on the benefits of mentors helping youth, how incorporating positive youth development can benefit youth, and highlighting research on how to work with disabled youth in its programs. The BGCA does not explicitly offer services to disabled youth on its website, whereas SASF does. This organization will take advantage of that with its research. SASF also has a vast facility, so SASF will highlight past events that took place and create youth events to hold in the facility. There are different proms that SASF could make, including a youth LGBTQIA+ and a disabled youth prom, a couple of ideas to stand out from its competition.