



SALESMANSHIP CLUB
YOUTH AND FAMILY CENTERS

Frequently Asked Questions

1. Where do my sponsorship dollars go?

Revenue from the HP Byron Nelson Championship is used to fund our Youth and Family Centers, which provide first-rate, affordable therapeutic and educational services for kids and families.

2. What type of charitable work do your Youth and Family Centers do?

We bring better tomorrows for at-risk and troubled children and their families through a variety of innovative therapeutic and educational services.

Programs offered at Salesmanship Club Youth and Family Centers include:

- an afterschool treatment program for troubled adolescents
- therapy for families with children of all ages, and
- a community elementary school, just to name a few.

3. What do you mean by “at-risk” and “troubled” children?

Unfortunately, childhood is not easy or carefree for all kids. Our therapeutic programs serve *troubled* kids:

- who are having serious behavioral problems.
- who have witnessed and/or experienced violence, sexual abuse or extra challenges in life.

Our educational services target *at-risk* kids because another important indicator of “risk” is poverty. The majority of our families live at or near the federal poverty level and struggle each day to meet their basic daily needs.

4. What is the relationship between the Salesmanship Club and the HP Byron Nelson Championship?

Founded in 1920, the Salesmanship Club of Dallas is a civic-service organization of business and professional leaders from the greater Dallas area. From its inception, the Salesmanship Club has focused on the needs of children and their families and, in doing so, has continued to pioneer effective innovative approaches. The Salesmanship Club funds 90 percent of its charitable services, primarily through the HP Byron Nelson Championship.

5. Didn't you used to have a Camp? What happened to it?

The therapeutic program at Camp closed in 2004, and the property has been converted into our “Science Goes to Camp” program, which offers a hands-on earth science curriculum that served more than 1,000 kids last year from urban schools all over the Metroplex. These students develop a first-hand understanding of important real-life science concepts.

Camp’s former clients – middle-school-aged kids who are struggling with emotional and behavioral problems – are now served through a Dallas-based Therapeutic After School Program. The new, more accessible program better responds to the many layers of problems and needs that families are experiencing.

Frequently Asked Questions (cont'd)

6. There are a lot of organizations doing good work in town, why should I invest my charitable dollars with the Salesmanship Club?

A few of the reasons our charity deserves great sponsors:

- **We're meeting a critical need in the community.** Texas is one of the lowest ranking states in the nation when it comes to per capita spending on mental health services for kids, families or adults. From kids getting asked to leave daycare to preteens/teens struggling with behavior issues in junior high – we offer comprehensive, age-specific programs to serve all ages of children, from birth to twenty years old.
- **We're affordable.** The vast majority of our clients are low-income and could never pay the going rate for therapeutic services. The HPBNC generates the revenue that allows us to offer services on a sliding fee basis.
- **We're accessible.** We're open when working families need us the most: evenings and weekends. Our staff works in a respectful partnership with kids and families. More than half of our therapeutic staff is bilingual.
- **Our services respond NOW.** Left untreated, the emotional and behavioral problems that kids face typically become more severe over time. We quickly respond to get kids and families on the right track as soon as possible.
- **We prove that our programs work.** Through our research and evaluation department we track the effectiveness of each service and show a high success rate with clients and families served.
- **We have a sound business model.** Since the 1920s, Salesmanship Club's stable operational funding, vision and leadership has kept our agency on a steady course. The Club prides itself on outstanding stewardship of all resources entrusted to SCYFC.
- **We think outside the box.** We try new approaches, adapting programs in response to feedback and evaluation data. Our strong history of innovation, sharing what we learn with other organizations, and putting into practice good ideas when we come across them, creates better tomorrows for the most kids possible with our limited resources.
- **We're hopeful.** Positive, meaningful change can occur in even the most challenging family environments. Most all of our Jonsson students graduate high school. Two-thirds of our students end up moving beyond high school graduation to post-secondary education. Since our school's inception ten years ago, we've seen *only one confirmed high school dropout*.

Numbers at-a-glance

240	Students at J. Erik Jonsson Community School
1,000	Urban kids and teachers who participated in Science goes to Camp
1,000	Professionals who participated in our Program Sharing efforts
7,000	Served in Therapeutic Services in 2009
9,500	Total served through all programs (therapy, education and program sharing) in 2009