



FISCAL YEAR 2013

# ANNUAL REPORT



MADISON SQUARE  
BOYS & GIRLS CLUB



**MADISON SQUARE  
BOYS & GIRLS CLUB**

The mission of Madison Square Boys & Girls Club is to save and enhance the lives of New York City boys and girls who by reason of economic and/or social factors are most in need of its services.



Dear Friend,

With your help, 2013 was an extraordinary year for the 5,000 children of Madison Square Boys & Girls Club. It was a year where we rolled up our sleeves and asked ourselves, “Are we doing everything we can to ensure that every member is having the most valuable Clubhouse Experience possible?” So we took a look at our formula.

young people who need us most  
targeted programs  
caring staff  
+ fun environment  
safe facilities

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Academic Success,  
Good Character & Citizenship,  
and Healthy Lifestyles

And you know what? The formula is working.

Understanding that the key to a successful future is through education, we identified students who were at risk for dropping out of school and paired them to meet with a mentor once a week. We focused on our educational programming and are proud to say that, while only 66% of New York City students graduated on time this year, 100% of our seniors in our Project Graduate program graduated from high school. The dozens of college tours and in-depth college readiness programs proved more effective than ever, as well, with 96% of our members who applied to institutions of higher learning getting accepted to attend.

Our members took part in 1,800 hours of community service to help their neighborhoods and our city. They learned strategies for healthy behaviors and discussed ways to resist drugs, alcohol, and tobacco. They came to the Clubhouse every day and became part of a community, one in which they are empowered to build positive relationships with their peers and the caring adults around them.

So when we are asked what makes us stand out in a city – and a world – full of worthy causes, our answer is simple: it is what lies within the four walls of our Clubhouse.

Inside those walls, our children find a home away from home, a safe haven where they are empowered to believe in themselves and their futures.

We hope you will read these next pages and be inspired by what is happening within the four walls of our Clubhouses. As always, please accept our deepest gratitude for your support of and dedication to our members.

Sincerely,

Barry Bregman  
President, Board of Trustees

Joseph Patuleia  
Executive Director

# OUR RECIPE FOR SUCCESS



A safe place to play, laugh, discover, and learn during out-of-school time, including the summer



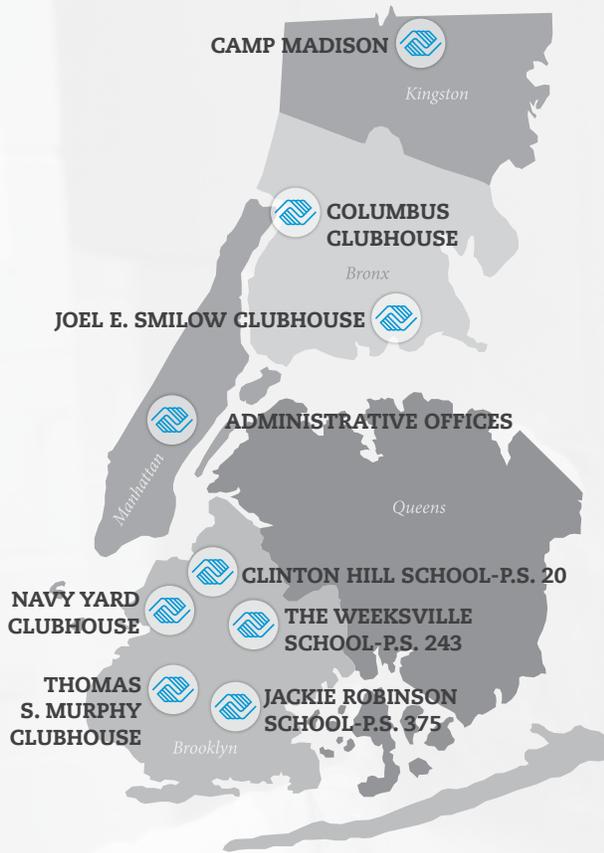
Opportunities to build new skills so that kids can succeed and receive recognition for personal accomplishments



Ongoing supportive relationships with caring adults and friends that foster a sense of belonging, responsibility, civility, and civic engagement

Life-changing programs that help youth advance in three key outcome areas: Academic Success, Good Character & Citizenship, and Healthy Lifestyles

# WHO WE SERVE



## 7 SITES:

4 Clubhouses & 3 schools

### COLUMBUS CLUBHOUSE

543 East 189th Street  
Bronx, NY 10458

### JOEL E. SMILOW CLUBHOUSE

1665 Hoe Avenue  
Bronx, NY 10460

### THOMAS S. MURPHY CLUBHOUSE

2245 Bedford Avenue  
Brooklyn, NY 11226

### NAVY YARD CLUBHOUSE

240 Nassau Street  
Brooklyn, NY 11201

### JACKIE ROBINSON SCHOOL-PS 375

46 McKeever Place  
Brooklyn, NY 11225

### THE CLINTON HILL SCHOOL-PS 20

225 Adelphi Street  
Brooklyn, NY 11205

### THE WEEKSVILLE SCHOOL-PS 243

1580 Dean Street  
Brooklyn, NY 11213

Ages served:

## 6-18

33% ages 6-9

27% ages 10-12

21% ages 13-15

19% ages 16-18

Our Bronx Clubhouses, the Columbus Clubhouse and the Joel E. Smilow Clubhouse, serve kids living in one of the most impoverished congressional district in the US, where the median household income is \$23,314.

Rate of children under 18 living below the poverty line:

Joel E. Smilow Clubhouse: 55.8%

Columbus Clubhouse: 68.5%

Navy Yard Clubhouse in Brooklyn: 59.4%

Thomas S. Murphy Clubhouse in Brooklyn: 35.6%

Jackie Robinson School-PS 375: 54%

The Clinton Hill School-PS 20: 0%

The Weeksville School-PS 243: 75.6%

# 5,000+

youth served annually

**75%** African American

**21%** Hispanic/Latino

**4%** Other

# 1884:

Year founded

One of the Founding Members of the Boys & Girls Clubs of America





**87%** of our Explorers Academy members (ages 6 to 9), were promoted to the next grade level

**85%** of our BE GREAT: Graduate members (ages 10 to 12), which focuses on students showing risk factors of dropping out of school, were promoted to the next grade level

**100%** of participants met for a minimum of one hour per week with their BE GREAT: Graduate mentor

# ACADEMIC SUCCESS

## OUR PROGRAM:

- Encourages engagement in learning at an early age
- Complements regular school-day activities
- Enhances academic performance
- Fosters positive study habits and self-discipline
- Provides guidance and resources to keep members on track as they transition through school and on to college

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In 2013, New York's graduation rate was 66% across the city. That said, 100% of seniors in our Project Graduate program graduated from high school, and 96% of students who applied to institutions of higher learning were accepted to attend.

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Our alumni are enrolled at colleges and universities all over the city, state, and country, including New York City College of Technology, SUNY Potsdam, Morrisville State College, Mercy College, College of Staten Island, Monroe College, SUNY Canton, Kingsborough Community College, Jacksonville College, Xavier University, and Pace University.



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Every day during the summer, more than 550 members took part in our summer programs including our Summer Brain Gain program. According to the National Summer Learning Association, most students lose about two months of grade level equivalency in mathematical computation skills over the summer months, with low-income students losing more than two months in reading achievement. Through our program, members had an opportunity to engage in a project-based learning curriculum designed to reinforce the skills learned during the previous year and prevent students from falling behind at the start of school.

# GOOD CHARACTER & CITIZENSHIP

## OUR PROGRAM:

- Promotes the development of a positive self-image and strong character
- Teaches positive and effective strategies for responding to conflict
- Encourages the development of meaningful relationships with others
- Empowers youth to support and influence their Club and community
- Teaches respect for both their own and others' cultures

## YOUTH OF THE YEAR:

The Youth of the Year program celebrates the remarkable lives of our Club members who have distinguished themselves by rising above challenging circumstances. The national premier recognition program for Boys & Girls Club members, the program celebrates youth who have overcome enormous odds and demonstrate exceptional character and leadership skills. The program promotes service to the Club, the importance of community and family, academic success, strong moral character, and life goals.



Members are chosen to compete in this intense leadership development program that involves:

- public speaking
- essay writing
- one-on-one mentoring
- team building

This year, **18 members** went through the rigorous application and interview process, with one representative selected for each of the four Clubhouses. After the four overall Clubhouse representatives presented to a panel of judges, we were proud to name Aieyla Santatella as Madison's 2013 Youth of the Year. (Above, from left: D'onte Reid, Adah Hill, Aieyla Santaella, and Luc-Stephon Dorsinville)



Almost **200** members participated in 1,800 hours of community service including Thanksgiving turkey giveaways, volunteering at public events such as AIDS Walk New York, and organizing clothes and food drives for the homeless.

More than **150** members of the Thomas S. Murphy Clubhouse took to the streets to take a stand against bullying. In a society where bullying is all too prevalent, Madison members learn to celebrate differences and embrace unique qualities.



# HEALTHY LIFESTYLES

## OUR PROGRAM:

- Promotes the importance of leading a healthy and productive lifestyle
- Encourages positive decision making for physical, social, and emotional development
- Teaches sportsmanship, interpersonal and social skills
- Educates members and their families on the importance of life-long healthy decision making and behaviors

This year, **67 members** of the Madison Dolphins swim team – part of our Joel E. Smilow Clubhouse aquatics program, the largest minority swim program in New York City – competed in the Metro Boys & Girls Swim League Championships, in which the boys' team placed second and the girls representing Madison won their fourth championship in 12 years.

More than **100 members** of our Joel E. Smilow Clubhouse and **600 members** of our Thomas S. Murphy Clubhouse, enrolled in our aquatics program, which offers safety water instruction, recreational aquatic activities for beginner, intermediate, and advance swimmers, and lifeguard training. **Nearly 70 percent of African-American children do not know how to swim and our program is working to effectively combat that startling statistic.**



More than **1,000 children, parents, community residents, and dozens of vendors and health organizations** participated in this year's health fair. Our four Clubhouses coordinate annual health fairs to introduce members of the community to health services and professionals, offer free health screenings, and general information on various health services.





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More than **100** members of our Columbus Clubhouse completed a workshop designed to teach healthy alternatives to reducing stress. Members participated in yoga, meditation, and talked about what they do to remain calm during stressful times in school and life.

**170** teen members completed an evidenced-based drug, alcohol and tobacco prevention program, including delivering member-generated service projects to their peers and the community.



# SPECIAL EVENTS

There's Something for Everyone here at Madison!

- The inaugural Youth of the Year Gala was held on Tuesday, May 14th at the Lighthouse at Chelsea Piers. Our four Youth of the Year inspired the more than 300 men and women, corporate supporters, and friends of Madison, with their stories of personal triumph. The evening was a huge success and we were thrilled to celebrate the critical work Madison is doing every day to empower New York City's most at-risk youth.

**MASTER OF CEREMONIES:** Byron Pitts, Chief National Correspondent for ABC News

**CHAMPION OF YOUTH:** Howard Muser, CEO of Sign Masters

**KEYNOTE SPEAKER:** US Senator Cory Booker
- Over 300 of New York's most fashionable women gathered at the Metropolitan Club for the 9th Annual Purses & Pursesalities Luncheon. We were thrilled to have **Thom Felicia** as our Master of Ceremonies as we honored:

Patrick McMullan  
JP Crickets  
Eponymous  
Prince Dimitri of Yugoslavia HRH
- Madison's 19th Annual Golf Tournament took place at Sleepy Hollow Country Club in early June, where nearly 100 players competed for prizes and bid on silent auction items to benefit our members.

More than **150** of Madison's baseball fanatics and 200 Madison members joined the New York Yankees for a sold out evening as they took on the Kansas City Royals.

More than **400** friends of Madison gathered at Cipriani 42nd Street on November 30th to raise more than \$1 million to benefit our members during this year's 46th Annual Christmas Tree Ball.



# THE POWER OF PARTNERSHIPS

For our members to achieve great futures, they must do well in school, serve their community, and take responsibility for their well-being. We thank our Corporate Partners for their ongoing support of and belief in our members' unlimited potential.

## THANK YOU TO...



Disney for supporting not only our Triple Play health program and our education programs, but for all the once-in-a-lifetime experiences offered to our members through various special events.



The Heisman Trophy Trust for building a state-of-the-art turf field, allowing our members to learn first-hand the importance of good sportsmanship and healthy lifestyles.



Maytag for believing that career and college readiness programs geared towards college acceptance are imperative to our members' Academic Success.



The New York Yankees for allowing the magic of a live sporting event to be something every child in our Bronx Clubhouses experiences. And for also teaching our members that true athletes live a healthy lifestyle through their Healthy Home Plate program.



NYSE Foundation for empowering our youngest members to develop a love of learning at an early age, setting them on a positive academic track as they work toward a high school diploma.



PwC Charitable Foundation for supporting our Project Graduate Program, allowing us to equip our members with the tools they need to graduate from high school ready for the next phase of life.



Charles Schwab & Co., Inc.'s sponsorship of our inaugural Youth of the Year Gala was instrumental in not only ensuring a successful event, but in supporting the overall success of our young leaders.



Vivendi's Create Joy Fund, which has allowed hundreds of members to become computer literate through their focus on bridging the digital divide through software and hardware skills.



# DONORS

Madison Square Boys & Girls Club offers our deep gratitude for the generous contributions of the following donors whose support and dedication allowed us to Save and Enhance the lives of more than 5,000 at-risk youth this year.

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Ms. Lorinda Ash  
Ms. Pallavi Atluri  
Mrs. Talene Baroyan  
Mrs. Carole Bellidora-Westfall  
Bernstein Global Wealth Management  
Mr. and Mrs. John D. Block  
Ms. Lindsley Borsodi  
Mr. Geoffrey N. Bradfield  
Mr. and Mrs. Walter W. Bregman  
Ms. Joselyn Brito  
Ms. Kim Brizzolara  
Ms. Diane Brotherton  
Mr. and Mrs. Thomas Burchill  
Mr. and Mrs. Ernest Businelli  
Mr. and Mrs. Anthony Cabrera  
Ms. Jennifer Cacioppo  
Mr. and Mrs. Arthur B. Calcagnini  
Mr. Andrew Capaccio and Ms. Michele LaRosa  
Ms. Wendy Carduner  
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Mr. and Mrs. James J. Caristia  
Mr. and Mrs. Joe Casario  
Mr. and Mrs. Charles F. Chiusano  
Mr. and Mrs. Kasper Christoffersen  
Mr. and Mrs. John Claghorn  
Ms. Kristin Clark  
Colombo's Pharmacy  
Mr. Michael Correale, Jr.  
Crown Janitorial Products  
Mr. Neil Curcio  
Ms. Amy Dana  
Mr. Amaury Dauge  
Mr. and Mrs. Carl A. de Brito  
Mr. Juan De Jesus  
Ms. Hillary Dick  
Mr. and Mrs. Joseph E. DiSanza  
Ms. Cleo Dixon and Mr. Roy C. Coles  
Robert C. Dohrenwend  
Ms. Paula Dunbar  
Mr. and Mrs. Thomas E. Dunn  
Ms. Jennifer Elk  
Ms. Jill Fairchild  
Ms. Susan Falk  
Mr. and Mrs. Charles Feinberg  
Mr. Gerard Fenter  
Mr. David S. Finkelstein  
Mrs. Libby Fitzgerald  
Mr. and Mrs. Thomas M. Flexner

Ms. Wendy Flynn  
Mr. and Mrs. John Foster  
Ms. Renata Garcia  
Ms. Michelle Garvey  
Mr. and Mrs. Adam Gibson  
Ms. Cinthia Gil  
Ms. Jane Gilday  
Mr. and Mrs. John K. Gillis  
Mr. Michael Green  
Mr. and Mrs. Elliot Greenberg  
Miss Nina Griscom  
Mr. Scott Hanley  
Mr. and Mrs. John B. Hardy  
Mr. and Mrs. Tim Hartch  
Mr. and Mrs. Robert Hartnett  
Mr. and Mrs. Eric W. Hilfers  
Ms. Carla Holtze  
Mr. Giles Hunt  
Ms. Franny Ilany  
Ms. Leslie Johnson  
Ms. Abbie Jordan  
Mr. and Mrs. Kenneth Joseph  
Mr. and Mrs. Roy Judelson  
Mr. and Mrs. Richard Kahan  
Ms. Andrea Karambelas  
Mr. Henry R. Kaufman and  
Ms. Meryl Lynn Unger  
Ms. Raya Keis Knight  
Mrs. Eleanora Kennedy  
Mrs. Mary Lou Kingsbery  
Ms. Sherry Knaszak  
Mr. and Mrs. John Kolman-Mandle  
Mr. and Mrs. David Kubie  
Ms. Michelle Larsen  
Ms. Anki Leeds  
Ms. Karen Levinson  
Mr. and Mrs. Victor Lira  
Ms. Lauren Liss-Pizza  
Peter Macaluso  
Mrs. Simone M. Mailman  
Mr. Joseph McKay  
Mr. and Mrs. Jim Miller  
Ms. Alison R. Minton  
Ms. Gail Monroe Perry  
Ms. Courtney Moss  
Mr. John Motulsky and Ms. Wendy Nacht  
Dr. and Mrs. H. Nalbandian  
Mr. and Mrs. Peter P. Nitze  
Ms. Annabella Noboa  
Ms. Mindy C. Novack  
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Dorothy B. Young

*In Honor of Barry Bregman*  
Jan Schwartz

*In Memory of Joan M. Connolly*  
Deborah Baber

*In Memory of Eleonora DiBernardo*  
Adrienne Cannella  
Vanessa Maraldo  
Louis A. Marani

*In Memory of Frank A. DiSanza*  
Joseph E. DiSanza

*In Honor of George Gillespie, III*  
Janet C. Ross

*In Memory of Jack Grimm, III*  
John Blumenthal  
Bradford R. Boss  
Walter W. Bregman  
James L. Broadhead  
James E. Burke  
Arthur B. Calcagnini  
Louise G. Collins  
Paul J. Crowley  
Duane G. Elliott  
Todd Goodwin  
Bonnie Grizzard  
Charles R. Hall  
Charles S. Holmes  
Robert Kemp  
Lost Tree Club, Inc.  
Joseph B. Markovich  
Robert J. Morrissey  
Thomas Naro  
Anna Nichols  
Betty Perry  
Laurene S. Schumacher  
Susan Spencer  
Joel E. Smilow  
Robin Sternbergh Callahan  
Elaine F. Viebranz  
Thomas Volpe  
Philip Voss  
Jocelyn H. Watkins  
Willard Wirth

*In Memory of Richard P. Morrison*  
Robert O. Bayles  
Robert Bolen  
Kevin Butler  
Andrew Campelli  
Jennifer Charnetsky  
Grace Ann Dieterich  
Kathleen Gibson  
Tara Gonzalez  
Amy Hart  
Karen Koliadko  
Barbara Lassen  
Mark Nocero

*In Honor of Thomas S. Murphy, Sr.*  
Christopher Clark  
Robert A. Izard

*In Honor of Joe Patuleia*  
Elizabeth Hudson

*In Memory of Pierre Pean*  
Kelly Jones

*In Memory of William Petty*  
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*In Memory of Erick Santiago*  
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*In Honor of Joel E. Smilow*  
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*In Honor of Temple Beth Shalom*  
Howard Muser

*In Honor of Brett Yormark & Elaina Scotto*  
James J. Caristia  
Charles Feinberg  
Robert Hartnett

## BEQUESTS AND ESTATE GIFTS

Glessner B. Childs  
Ruby B. Fleming  
John E. Grimm  
Irving Harris  
Erna Ross

We are also grateful to have received major support from the following public agencies:

New York City Department of Youth and Community Development, Out of School Time Program

Boys & Girls Clubs of America, Office of Juvenile Prevention, Office of Juvenile Justice and Delinquency Prevention Program

The State of New York, Department of Health, Child and Adult Care Food Program

New York State Office of Alcoholism and Substance Abuse Services

Madison Square Boys & Girls Club is a founding member of Boys & Girls Club of America, and we wish to express gratitude for this strong, ongoing partnership.

Madison Square Boys & Girls Club wishes to extend our appreciation to those individuals and companies who donated in-kind gifts during the 2013 Fiscal Year.

Planned Giving allows you to create a lasting legacy at Madison Square Boys & Girls Club that ensures the Academic Success, Good Character & Citizenship, and the adoption of Healthy Lifestyles for New York City's most at-risk youth. The simplest way to make a planned gift to Madison Square Boys & Girls Club is by making a gift through your will or living trust. For additional information on this or other ways to create your legacy, please contact Salina Muellich at 212.760.0322.

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Madison Square Boys & Girls Club  
2013 Annual Report Writer/Editor:  
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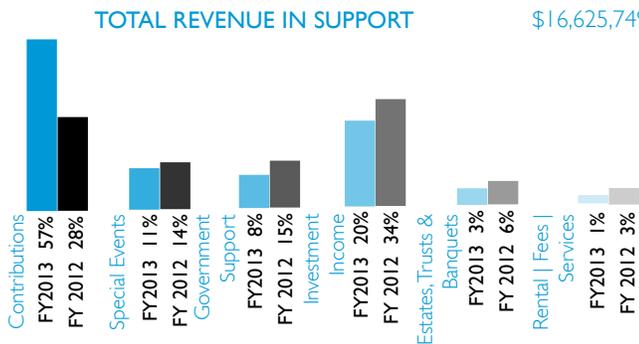
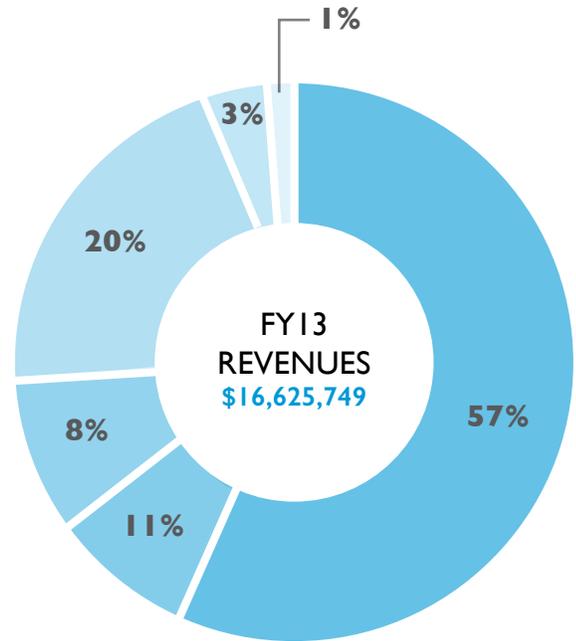
# FINANCIALS

FISCAL YEAR OCTOBER 1, 2012-SEPTEMBER 30, 2013

## REVENUE AND OTHER SUPPORT

- Contributions **57%**
- Special Events (Net of Direct Costs) **11%**
- Government Support **8%**
- Investment Income **20%**
- Estates, Trusts & Bequests **3%**
- Rental | Fees | Services **1%**

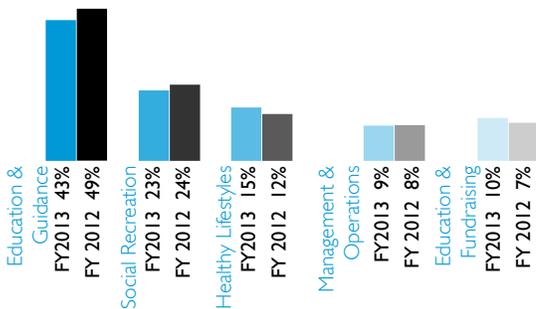
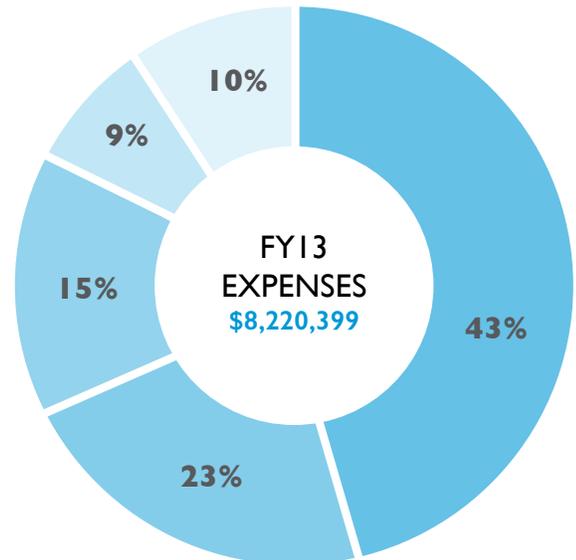
	FY2013	FY2012
Contributions	\$9,435,287	\$2,671,228
Special Events (Net of Direct Costs)	\$1,812,047	\$1,358,151
Government Support	\$1,286,285	\$1,446,093
Investment Income	\$3,421,801	\$3,173,344
Estates, Trusts & Bequests	\$502,535	\$540,560
Rental   Fees   Services	\$167,794	\$312,340
<b>TOTAL REVENUE IN SUPPORT</b>	<b>\$16,625,749</b>	<b>\$9,501,716</b>



## EXPENSES | PROGRAM SERVICES

- Education & Guidance **43%**
- Social Recreation **23%**
- Healthy Lifestyles **15%**
- Management & Operations **9%**
- Fundraising **10%**

	FY2013	FY2012
Education & Guidance	\$3,578,861	\$4,249,421
Social Recreation	\$1,902,931	\$2,083,911
Healthy Lifestyles	\$1,209,648	\$1,035,175
Management & Operations	\$736,681	\$646,877
Fundraising	\$792,278	\$725,855
<b>TOTAL OPERATING EXPENSES</b>	<b>\$8,220,399</b>	<b>\$8,741,239</b>



	FY2013	FY2012
<b>CHANGE IN NET ASSETS</b>	<b>\$8,405,350</b>	<b>\$760,477</b>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>\$31,077,930</b>	<b>\$30,317,453</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$39,483,280</b>	<b>\$31,077,930</b>



# A LEGACY OF LEADERSHIP

We remember two visionaries whose legacy of leadership will not be forgotten with their passing. We thank them for their passion and applaud them for their service to the Board of Trustees.

## **FRANK MAYERS** *(above, right)*

On February 1, 2014, Madison Square Boys & Girls Club lost another leader and friend, when Frank Mayers passed away at the age of 91.

Mr. Mayers joined the Board of Trustees in 1969 and held integral roles during his tenure, including serving as President of the Board and chairing several special events committees. He believed in the importance of investing in underserved youth, and worked tirelessly to build Madison's brand identity within a sea of worthy causes.

A pilot in the Army Air Corps during World War II, Mr. Mayers went on to graduate from the University of Pennsylvania. He then earned his MBA from Harvard Business School before moving to New York City to work at various advertising agencies. He became president of Clairol in 1967, and later rose to President and then Chairman of the Products Division of Bristol-Myers before retiring in 1983.

## **CHARLES GRACE** *(top, right)*

On January 1, 2013, Madison Square Boys & Girls Club lost a leader and friend, when Charles "Charley" Grace passed away at the age of 86.

Mr. Grace joined the Board of Trustees in 1962 and, during his more than five decades as a Trustee, made significant contributions to Madison. A lifelong environmentalist, Mr. Grace was dedicated to ensuring that New York City youth had the chance to experience the outdoors through time at Camp Madison. He was also a generous supporter of the annual Theatre Benefit, believing that all children should have an appreciation for the arts.

Mr. Grace attended Mount Saint Mary College before earning an MBA from Columbia University. He was passionate about several education and religious non-profits, and co-founded the California League of Conservation Voters. The group worked to pass the Coastal Act of 1972 in California, banning offshore drilling and protecting the environment through established guidelines for coastal construction. He also co-founded World Monuments Fund, which is the foremost private non-profit organization dedicated to preserving endangered historic art and architecture across the globe. Mr. Grace was also one of the founding members of St. David's School in New York City.



# BOARD OF TRUSTEES

With more than a century of tremendous leadership, we remain inspired by the incredible commitment of our volunteer leaders. Madison’s Board of Trustees attracts some of our country’s most powerful executives who not only serve as role models for our members, but also afford us the resources to provide high quality programming to our youth. Each year brings a new group of influential and dedicated professionals who embody our mission to save and enhance the lives of New York City’s children through positive youth development initiatives. And this year was no different as we welcomed four outstanding new Trustees.

Pictured, clockwise from top left: Elizabeth Wood, Toys R Us, Inc.; Dave Herbert, E\*TRADE; Gina Bruzzichesi, Avis Budget Group; Michael Henry, Accenture

## 100%

OF THE BOARD OF TRUSTEES  
CONTRIBUTED FINANCIALLY

## \$1,246,159

CONTRIBUTED BY  
THE BOARD OF TRUSTEES



(OCTOBER 1, 2012-SEPTEMBER 30, 2013)

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\*deceased





**MADISON SQUARE  
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317 MADISON AVENUE, SUITE 1110, NY, NY 10017

