

# SAVING & ENHANCING THE LIVES OF NEW YORK CITY'S YOUTH



**MADISON SQUARE  
BOYS & GIRLS CLUB**

FOUNDING  
MEMBER OF



**BOYS & GIRLS CLUBS  
OF AMERICA**

FISCAL YEAR  
2008 ANNUAL REPORT



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

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# COME ON IN

TO THE POSITIVE PLACE FOR KIDS SINCE 1884

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## **MADISON SQUARE BOYS & GIRLS CLUB: SAVING & ENHANCING THE LIVES OF NYC KIDS**

As you read through these pages you'll learn more about Madison's successes in 2008 and our programs that serve the kids in New York City that need us most. But sometimes seeing it in print just isn't enough. That's why we invite you to come visit one of our seven Clubhouses on any given day and witness for yourself the strength of our programming and the commitment of our staff to providing a safe and positive place for our members. You'll see first hand how we guide and motivate thousands of children and also how we provide them with a place to *just be kids* and *have fun!*

TO ARRANGE A VISIT TO ONE OF OUR CLUBHOUSES, PLEASE CALL THE OFFICE OF THE EXECUTIVE DIRECTOR AT 212-760-9600.

### **MADISON AT A GLANCE**

**Founded in 1884**

**7 Clubhouses** throughout New York City, plus Camp Madison in Kingston, New York

**6,800 children served annually**

**Dues are only \$5 a year per child –** and scholarships are provided for those who cannot afford it

**99% of members from minority families**



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# LETTER FROM THE PRESIDENT & EXECUTIVE DIRECTOR

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Dear Friends,

We measure our success by the lives that we are able to save and enhance of New York City's most vulnerable kids. In 2008, we reached nearly 7,000 kids at our seven clubhouses with proven programs in our key program areas: **education, character and leadership, health and life skills, sports and fitness, recreation and the arts, and youth employment and career exploration.**

In the following pages we'll tell you more about Madison's programs and some of our highlights of this past year. We feel exceptionally proud of all the great accomplishments that our members achieved last year and want to take this opportunity to share a bit here.

- Over 50% of all our members aged 6-12 who attended the clubhouses three or more times per week **improved their grades in English, math and homework.**
- Numerous clubhouse members got involved in community service projects such as cleaning up neighborhood parks, playing board games with senior citizens, and volunteering at **Health Fairs** to distribute valuable information to their communities.
- Madison kids participated in a Clubhouse wide health and fitness initiative, **Walk Across America**, by collectively walking the equivalent of a journey from San Francisco to New York City.
- 100% of Madison's **Project Graduate** high school teens graduated last year, and 100% of those that applied to a higher learning institute were accepted.

We have so much to celebrate from 2008, but know that there are many challenges that lie ahead. So much of our success must be attributed to our caring staff, volunteers and advocates, but without the generosity of our loyal supporters none of these results would have been possible. Driven by a shared vision of aiming for the very best for our kids, we have made great accomplishments together. We thank you for your support and look forward to another year of saving and enhancing the lives of New York City youth.

Sincerely,

A handwritten signature in black ink, appearing to read "Myles Gillespie".

Myles Gillespie  
President

A handwritten signature in black ink, appearing to read "Joseph Patuleia".

Joseph Patuleia  
Executive Director

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## YOUTH OF THE YEAR

Every year Madison Square Boys & Girls Club honors six Youth of the Year, the highest honor a Boys & Girls Club member can receive. The title recognizes outstanding contributions a member has made to his/her family, school, community and Boys & Girls Club, as well as personal challenges and obstacles overcome. This year, thanks to our partnership with **Microsoft**, winners receive a \$2,000 college scholarship – and serve as role models for their Clubhouses and ambassadors to their community. We were honored and thrilled to have Shudnera Malloy from our Columbus Clubhouse in the Bronx, serve as Madison's 2008 Youth of the Year, as well as represent all New York State Boys & Girls Clubs at the regional finals. Here's more from our Youth of the Year:

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*"In the Club I have learned that nothing comes easy. You must work hard in order to achieve the goal you are striving for."*

SHUDNERA MALLOY  
2008 MADISON SQUARE YOUTH OF THE  
YEAR REPRESENTATIVE AND COLUMBUS  
CLUBHOUSE YOUTH OF THE YEAR



*"Growing up in the Club allowed me to express my individuality without being judged."*

DESEAN GRAYSON  
2008 JOEL E. SMILOW CLUBHOUSE  
YOUTH OF THE YEAR



*"The Madison staff have taught me patience, teamwork, sportsmanship, how to make friends and to have a good sense of humor."*

JASMYNE JOHNSON  
2008 FAR ROCKAWAY CLUBHOUSE  
YOUTH OF THE YEAR



*"I always feel good knowing that Madison is there for students to go after school instead of staying home or being on the streets."*

NATASHA JAMES  
2008 THOMAS S. MURPHY CLUBHOUSE  
YOUTH OF THE YEAR



*"The Club's commitment to me and my peers has inspired me to adopt the personal mantra "Onward and Upward!"*

MALIK CAROLINA  
2008 NAVY YARD CLUBHOUSE YOUTH OF  
THE YEAR



*"The Club is my second family. It's the place that gives me confidence. It's a place that you can be free to be you."*

SHAKEEMA PRIDE  
2008 GENESIS H.E.L.P. 2 CLUBHOUSE  
YOUTH OF THE YEAR

AREA

1

# EDUCATION



**GENESIS CLUBHOUSE MEMBER:** “Getting my homework done is fun when I do it at the Club. When I have questions about things I don’t know, there is always someone there to help me.”



As New York City schools are forced to cut back on programs, Madison plays an even more critical role in educating our kids. We provide homework help, computer literacy, mentoring, and enrichment programs that start with the youngest members and carry through to our high school kids. Our goal is to help kids be successful in school, motivated to learn, and prepared for college so that they have the best opportunities available to them.

## **FY 2008 PROGRAM HIGHLIGHTS**

- **57%** of our youngest kids in the Explorers Academy (6-9 year olds) **improved their homework grades**, while over **50%** of participants in the Juniors Academy (10-12 year olds) **improved their overall math and English grades.**
- Madison members participated in a **READ-A-THON**, reading almost 2,000 books in just one month!
- It is Madison’s strong belief that learning must be fun; in 2008 our members participated in more than 200 hours of **Academic Special Events** including Spelling Bees, Math Bees, Science Fairs, Trivia Contests, and Technology Expositions.



TOP: Members of Madison’s Explorers Academy participate in educational enhancement activities like spelling and math bees and educational games that promote development of literacy and math skills.

BOTTOM: Madison members participated in age appropriate technology workshops to combat the effects of the digital divide that Madison’s kids face.

AREA  
2

# CHARACTER AND LEADERSHIP

**MADISON FACT:** Madison's Youth of the Year participants go through a rigorous entry process, which includes writing essays, gathering recommendations from family, school and community members, as well as an interview by a panel of six judges.



We want our kids to grow up to be good citizens and strong leaders. Madison's **Torch Club** (10 to 12 year-olds) and **Keystone Club** (13 to 18 year-olds) members participate in leadership and community service projects throughout the year. Madison's goal is to provide members with programs that promote positive self-image, respect for diversity, and encourage them to be productive in their communities.

## FY 2008 PROGRAM HIGHLIGHTS

- More than 100 Madison members participated as volunteers in the **Nike + Human Race 10K** — an event held August 31st on Randall's Island, to raise awareness for physical fitness with funds benefitting the Lance Armstrong Foundation, World Wildlife Fund and 9million.org.
- For the second consecutive year, in conjunction with The Allstate Foundation, over 60 members from 6 clubhouses attended **The Youth for Unity Teen Summit** at the Smilow Clubhouse in the Bronx. Members presented projects that focused on issues important to them including diversity, housing, nutrition and law enforcement.



TOP: Members of Smilow Clubhouse attended The Youth for Unity summit to discuss issues of importance to them.

BOTTOM: Madison's Far Rockaway Torch Club members spent an afternoon cleaning up a local park as part of their community service commitment.





ABOVE: Six Health Fairs took place during the spring where vendors, health professionals, and members distributed information on pertinent health issues such as asthma and nutrition as well as conducted blood pressure screenings for the community.

AREA  
3

## HEALTH AND LIFE SKILLS

Madison provides programs that develop members' abilities to engage in healthy, constructive behavior. Whether it's **SMART Girls** or **Passport to Manhood**, members in these programs (ages 10-12) learn how to make decisions that will have a positive impact on their physical, social and emotional development. Our teens have the opportunity to join the **Youth Empowerment Program**, which teaches youth about the dangers of drugs and alcohol, and gets them involved in peer-led service projects. The goals of all these programs are to educate youth on the importance of a healthy lifestyle and to cultivate their capacities to engage in positive behaviors that nurture their well-being.

### FY 2008 PROGRAM HIGHLIGHT

- Girls' organization-wide participated in **SMART Girls**, where they learned about physiology/sexuality, nutrition, fitness, and the health care resources available to them.



ABOVE: Madison members of all ages compete in swim meets throughout the tri-state area.

AREA  
4

## SPORTS AND FITNESS

With obesity on the rise, particularly among minority youth, it is important that kids balance the time that they spend in front of a screen with the time they spend engaged in physical activity. Learning an appreciation for teamwork, commitment, and creating habits that will lead to a healthy lifestyle are crucial for productive, healthy adulthood. Madison's members participate in instructional, competitive and leisure-time games, and activities designed to develop individual strengths and to make physical fitness a regular practice.

### FY 2008 PROGRAM HIGHLIGHT

- 138 kids participated in the **Learn to Swim** program and many joined the **Madison Dolphins Swim Team**, which had continued success earning the bragging rights of the best team from the Bronx.



AREA  
**5**

# SOCIAL RECREATION AND THE ARTS

Madison provides all members with an abundance of fun instructional, competitive and leisure-time games, tournaments, and activities in order to foster the development of social skills. Visual arts, performing arts, and arts and crafts are also part of our core service offerings. We strive to make all the time spent in the Club constructive however; the number one reason that our kids return day after day and year after year is because they have FUN!

## **FY 2008 PROGRAM HIGHLIGHT**

- Over 50 youth from the Murphy Clubhouse took to the runway in the **15th Annual Madison Fashion Show** at the Kings Plaza Shopping Center. The program was established to raise the self-esteem of youth while introducing them to an array of opportunities in the apparel industry.



ABOVE: Members participated in recreational activities ranging from table tennis, pool, cup stacking, and foosball, to mancala and numerous board games.

AREA  
**6**

# YOUTH EMPLOYMENT AND CAREER EXPLORATION

Madison offers future job seekers knowledge and skills to help them enter the workforce with confidence. We prepare members with specific skills that will assist them in being successful in securing employment. Through **Career Launch** (ages 14-18), members learn workplace etiquette, interviewing skills, resume writing and how to dress appropriately in a professional setting. Madison's goal is to provide members with programs that explore career opportunities, while developing essential skills for workforce success.

## **FY 2008 PROGRAM HIGHLIGHTS**

- Over 30 members from the Bronx Clubhouses completed the **Money Matters** curriculum, where the focus was on learning to earn, save, and spend wisely —critical to success in the business world.



ABOVE: Teen members get suited up for interviews and internships with the Project Pinstripe initiative.

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# FY 2008 EVENT HIGHLIGHTS

Each year, Madison Square Boys & Girls Clubs hosts over a dozen exciting events. Attending an event is a great way to learn more about Madison, connect with other friends of the organization, and positively impact the lives of the children we serve. Please check our web site at [www.madisonsquare.org](http://www.madisonsquare.org) for a listing of 2009 events.

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More than 250 of New York's junior philanthropists turned out for **Young Wallstreet's** inaugural fundraising gala on November 7, 2007 benefiting Madison Square Boys & Girls Club. Young Wall Street held the gala and silent auction at Tenjune in Manhattan's trendy Meatpacking District, a charitable organization created by Wall Street traders to benefit youth-related causes in New York City. Madison was chosen as the event beneficiary due to our commitment to save and enhance the lives of New York's disadvantaged children through after-school and summer programs.



On September 24, 2008, over 300 of New York's fashion forward elite gathered at the Metropolitan Club for the **4th Annual Purses & Pursesalities Luncheon**- a silent auction of designer and gently used handbags. Hosted by Eric Javits, Jr., fashion favorites Badgley Mischka, Monica Botkier and Judith Leiber were honored.



We had a ball this year at Madison Square Boys & Girls **41st Annual Christmas Tree Ball**. A long held holiday tradition at Madison, the gala was held on November 30, 2007 at Cipriani 42nd Street and co- chaired by Madison board president Myles Gillespie and Nick Tommasino. More than 400 of Madison's friends and supporters came together for a celebration that ushered in the holiday season with performances by the **Columbus Clubhouse Dancers & Jazz Choir** (shown right).







# FINANCIAL HIGHLIGHTS

FISCAL YEAR ENDED SEPTEMBER 30, 2008

REVENUES	FY 2008	%	FY 2007	%
FOUNDATION & INDIVIDUAL CONTRIBUTIONS	2,318,510	30%	2,311,943	30%
SPECIAL EVENTS {NET OF DIRECT COSTS}	1,135,568	14%	1,080,049	14%
GOVERNMENT GRANTS	1,958,713	25%	1,984,157	26%
INVESTMENT ENDOWMENT SUPPORT	1,763,394	23%	1,551,882	20%
REVENUE FROM TRUSTS/BEQUESTS	551,777	7%	502,594	7%
RENTAL/FEES/SERVICES	104,328	1%	201,755	3%

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TOTAL OPERATING REVENUE	\$7,832,290	100%	\$7,632,380	100%
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## EXPENSES

PROGRAM SERVICES				
EDUCATION & GUIDANCE	3,353,826	44%	3,143,408	42%
SOCIAL ACTIVITIES & RECREATION	1,590,942	21%	1,826,165	24%
PHYSICAL ACTIVITIES	917,347	12%	1,042,409	14%
MANAGEMENT & OPERATIONS	879,618	12%	859,183	11%
FUNDRAISING	803,055	11%	677,865	9%

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TOTAL OPERATING EXPENSES	\$7,544,788	100%	\$7,549,030	100%
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<i>Excess of Operating Income over Expenses</i>	\$287,502		\$83,350	
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*Note—Operating revenues do not reflect:*

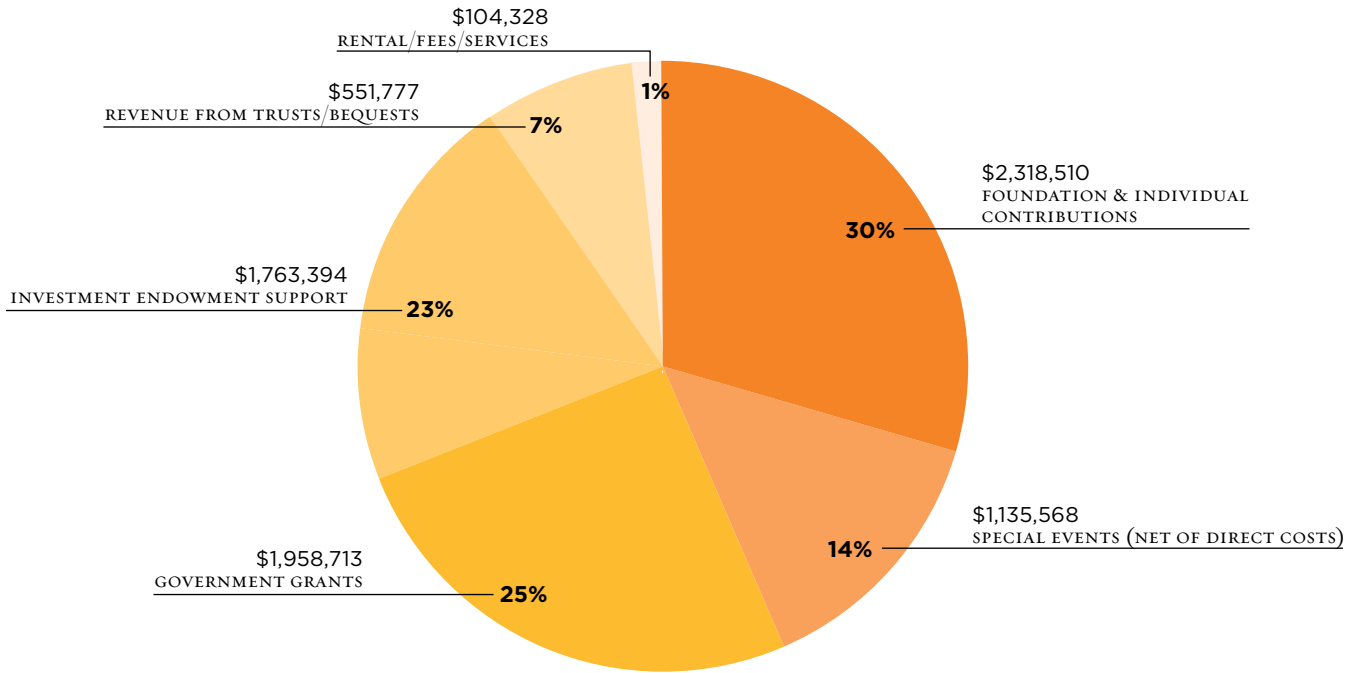
INVESTMENT GAINS, AND ADJ. TO TRUSTS	(4,672,678)		1,432,818	
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*Expenses do not reflect:*

DEPRECIATION	\$759,382		\$766,369	
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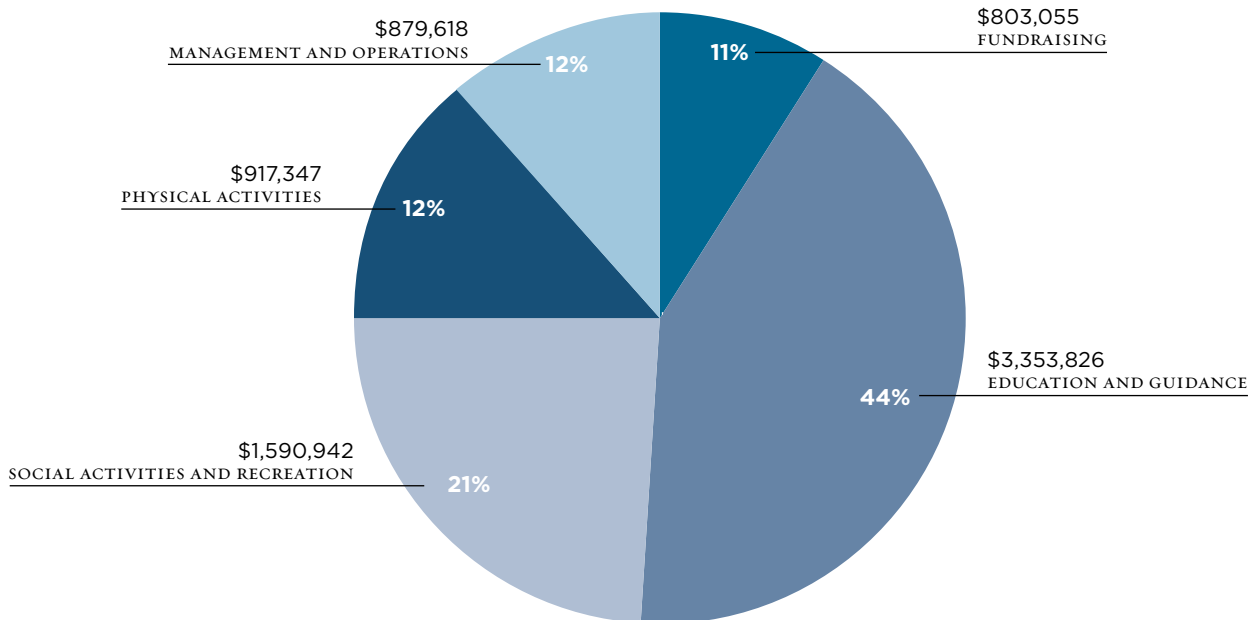
## OPERATING REVENUE FISCAL YEAR 2008

TOTAL: \$7,832,290



## OPERATING EXPENSES FISCAL YEAR 2008

TOTAL: \$7,544,788



# DONOR LIST

Madison Square Boys & Girls Club acknowledges with profound thanks the kindness of these important donors. Their generosity provides us with the financial foundation for our key programs, as well as the opportunity to try innovative ideas and expand our reach. We are exceedingly grateful for their support.

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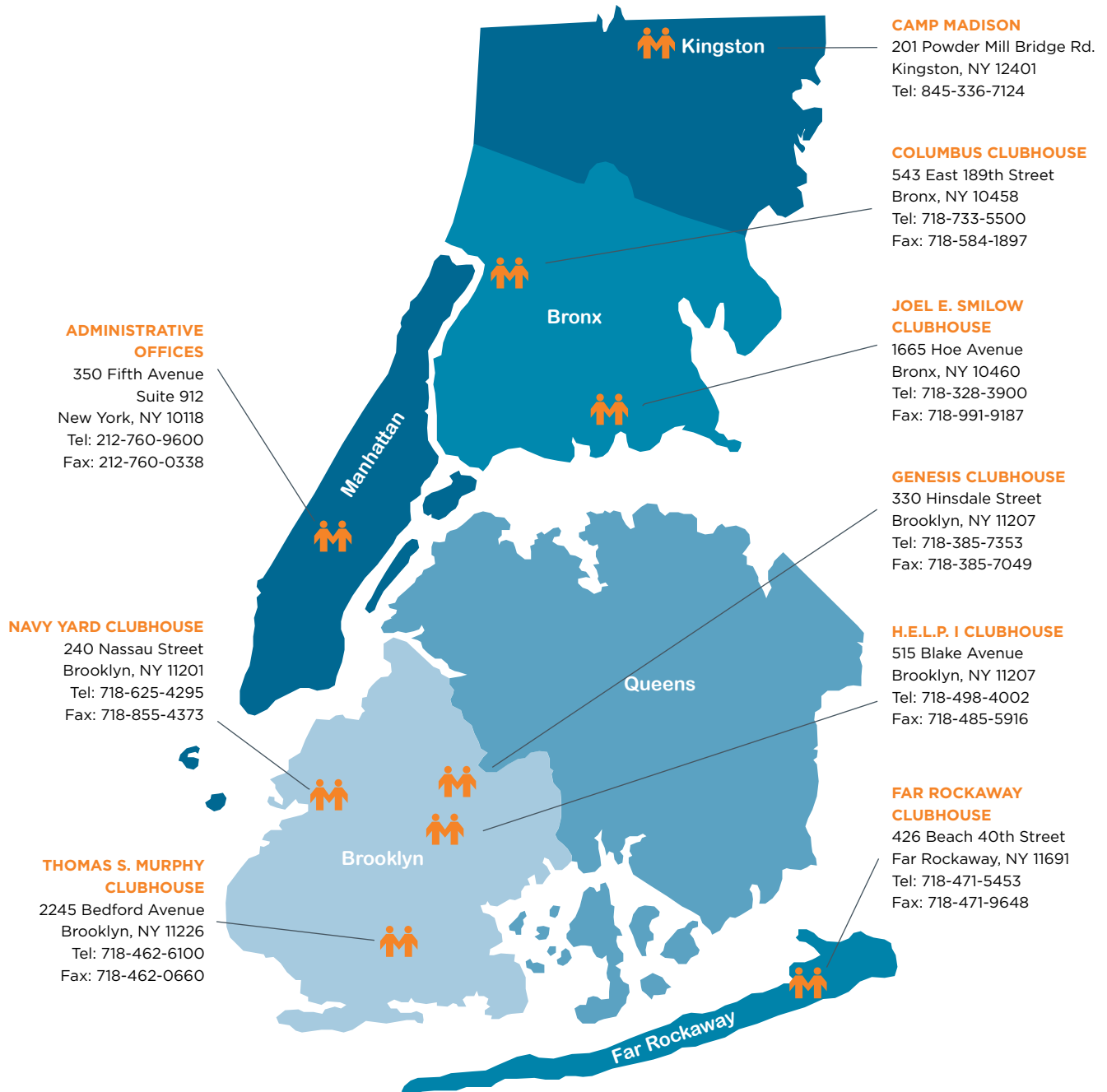
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