

# MADISON MATTERS

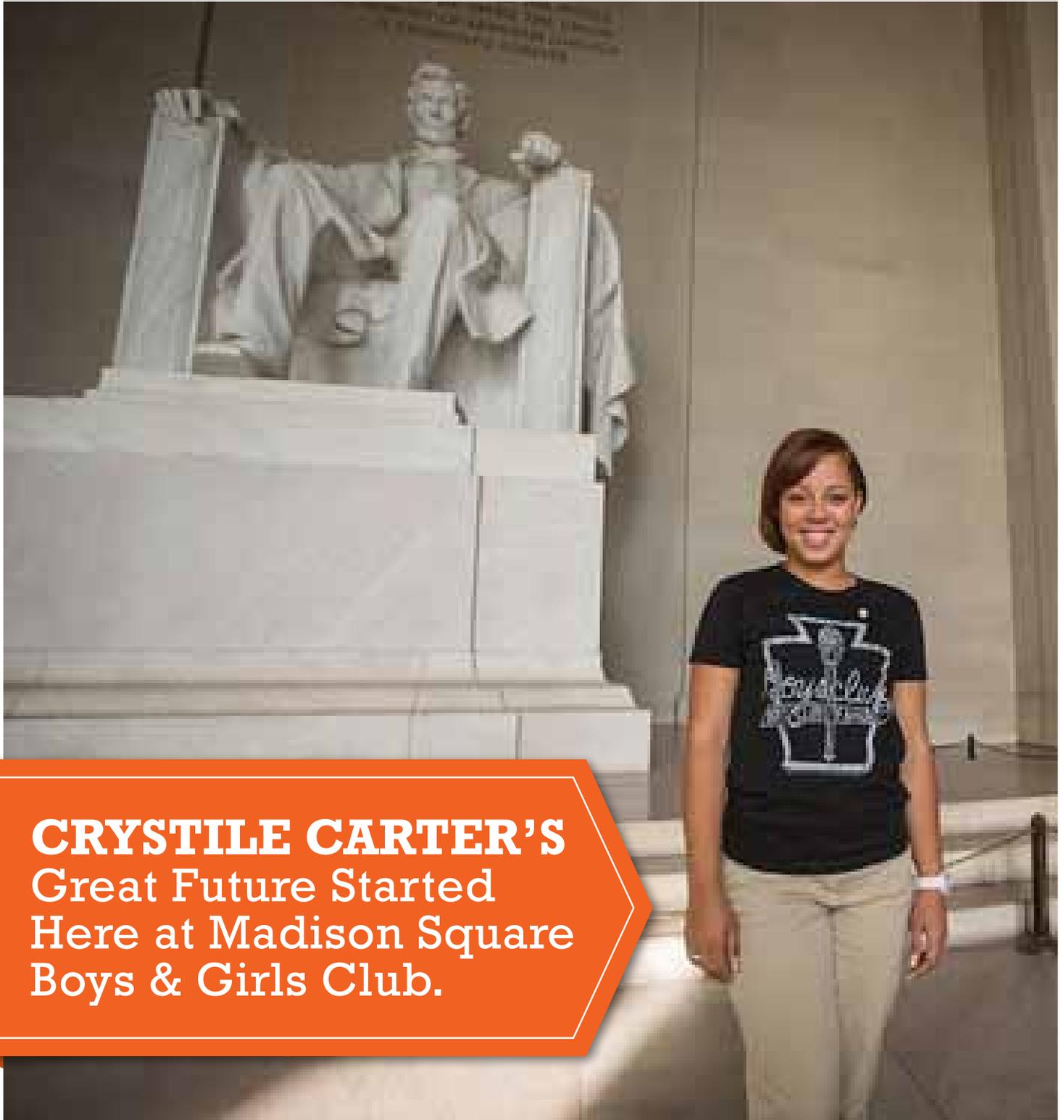
FALL  
2012

GREAT FUTURES START **HERE.**



MADISON SQUARE  
BOYS & GIRLS CLUB

SAVING AND ENHANCING THE LIVES OF NEW YORK CITY KIDS SINCE 1884



**CRYSTILE CARTER'S**  
Great Future Started  
Here at Madison Square  
Boys & Girls Club.



# MADISON MATTERS

## MESSAGE FROM THE EXECUTIVE DIRECTOR: GREAT FUTURES START HERE AT MADISON

Madison Square Boys & Girls Club believes that a Great Future begins the moment a youth walks through our Clubhouse doors. Our programs provide the necessary tools and experiences to ensure that each child who walks out our doors leaves future-ready. Today's youth are our future leaders and their ability to be motivated, engaged, and productive citizens is vital to the health of our communities, our economy, and the possibilities for a better America.

**THROUGH OUR PROGRAMS,  
MEMBERS LEARN THE  
IMPORTANCE OF ACADEMIC  
SUCCESS, GOOD CHARACTER  
AND CITIZENSHIP,  
AND THE ADOPTION OF  
A HEALTHY LIFESTYLE.**

Through our programs, members learn the importance of Academic Success, Good Character and Citizenship, and the adoption of Healthy Lifestyles. But how do we do that, you ask? We believe that the greatest impact on a child's life comes from just the right mixture of the following:

- A **Safe, Positive Environment** where our members are provided a stable setting that allows them to feel both physically and emotionally safe.
- A place where having **Fun** is not only important, but emphasized. Club members develop a strong sense of belonging through the connections established with both their peers and the staff.
- A place where youth can develop **Supportive Relationships** with other members and adult staff so that every child feels connected to and cared for by at least one person.
- A place where **Opportunities** are abundant and **Expectations** are high.
- A place where a youth's self-worth and accomplishments receive **Recognition** and positive reinforcement.

In the pages ahead you will read about the positive impact we are having on the more than 5,000 at-risk youth we serve every year. You can rest assured that we will continue to steward your financial gifts directly towards impacting children, because Great Futures Start Here at Madison.

I thank you so much for your continued support and urge you to visit our website to find out about upcoming events and sign up for our e-newsletter.

Warmest Regards,

Joseph Patuleia

Since 1884, Madison Square Boys & Girls Club has been saving and enhancing the lives of youth by providing after-school and summer programs for thousands of children in New York City's most disadvantaged communities. Five core service areas provide enhanced programming that ensures members receive much-needed resources, guidance, and support as they progress academically and socially. A founding member of Boys & Girls Clubs of America, Madison currently serves more than 5,000 youth, ages 6 to 18, at seven sites throughout the Bronx and Brooklyn as well as at Camp Madison in Kingston, New York.

### ADMINISTRATIVE OFFICES

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Website: [www.madisonsquare.org](http://www.madisonsquare.org)

### EXECUTIVE DIRECTOR

Joseph Patuleia

### CHAIRMAN OF THE BOARD

Victor F. Ganzl

### PRESIDENT

Michael S. Geltzeiler

Contact Madison Square Boys & Girls Club Director of Marketing and Communications Christa McCarthy-Miller with any questions or comments at [cmccarthy-miller@madisonsquare.org](mailto:cmccarthy-miller@madisonsquare.org) or call 212.760.9600 ext. 211.



[WWW.MADISON SQUARE.ORG](http://WWW.MADISON SQUARE.ORG)

## MAYOR BLOOMBERG CONGRATULATES CRYSTILE!

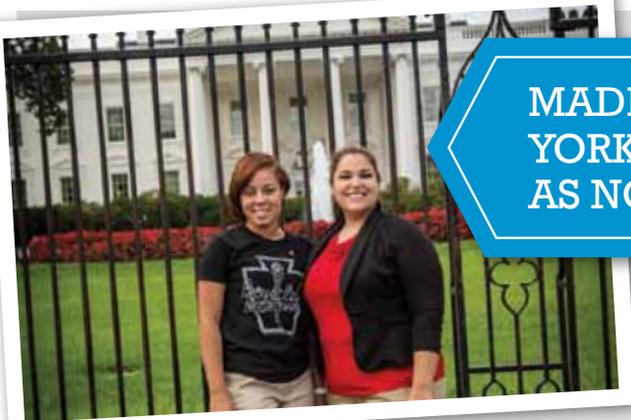
“Crystile Carter represents the best of what young New Yorkers can accomplish when they take part in community organizations such as Madison Square Boys & Girls Club. I want to congratulate her on all her great work and for being chosen as the Northeast Region Youth of the Year.”

## ABOUT THE YOUTH OF THE YEAR PROGRAM

Youth of the Year is the national premier recognition program for Club members, promoting service to Club, community, and family.

Members are chosen based on academic success, strong moral character, life goals, poise, and public speaking abilities. The program fosters young people's character, personal growth, and leadership qualities.

## MADISON'S CRYSTILE CARTER, THE NEW YORK STATE YOUTH OF THE YEAR, SELECTED AS NORTHEAST REGION YOUTH OF THE YEAR!



Crystile Carter, an 11-year member of the Columbus Clubhouse in the Bronx, received one of the highest honors a Boys & Girls Club member can achieve when she was named Northeast Region Youth of the Year this past July! Crystile's journey began when she was named Madison Square Boys & Girls Club Youth of the Year, and then went on to be chosen as the New York State Youth of the Year. From there, she was selected as the Northeast Region Youth of the Year and had the honor of traveling to Washington, D.C. with four of her peers from throughout the country, to vie for the National Youth of the Year title.

Crystile's past is what makes her present accomplishments so poignant. Growing up in the foster care system, Crystile moved homes frequently, never having a steady and consistent home environment. Madison Square Boys & Girls Club was always the one constant upon which she could depend during her tumultuous youth. Crystile, like so many of our youth, attributes much of her success to the support and guidance from Madison staff and the resources we provided her.

### Says Crystile:

“**The Club has always been a positive place for me in many ways. It has kept me away from all the gang violence and drugs in my neighborhood. Whenever I needed anything, the Club was always there for me. The Clubhouse will always be the little building on the corner I can honestly call my real home.**”



Crystile graduated from high school on time and hopes to one day work in law enforcement with the NYPD. We are sure that whatever Great Future she dreams, she can achieve.

*Thank you to Reader's Digest for their regional support of the Youth of the Year program and for their ongoing support of Madison Square Boys & Girls Club.*

## ACADEMIC SUCCESS

### MADISON YOUTH COMMIT TO GRADUATING FROM HIGH SCHOOL!

Hundreds of members participated in this fall's Boys & Girls Club of America Back to School Event. The occasion brought attention to the widening gap in educational success, especially for those in underserved communities.

Through Clubhouse programs such as BE GREAT: Graduate and Project Graduate, our youth are provided academic support, one-on-one mentoring, and timely intervention for those we see as at-risk of dropping out of school. Members are also provided with individualized guidance and specific skill building opportunities so that they can meet not only high school graduation requirements, but successfully navigate the college application process.

### 94% OF OUR MEMBERS WHO TOOK PART IN THE PROJECT GRADUATE PROGRAM GRADUATED FROM HIGH SCHOOL

This fall our members began classes at Morrisville State College, Jacksonville College, Xavier University, and Pace University to name a few!

*Thank you to the Warnaco Foundation, Taco Bell Foundation, and HSBC for their support of our educational programming.*



### PROMOTING A LOVE OF LEARNING!

This summer, members ages 6-12 at all four of our Clubhouses took part in a Read-a-thon! Members were provided with age-appropriate books and encouraged to read throughout the day. The initiative supports literacy development and combats summer learning loss by providing our members with opportunities to read books during the summer months. **More than 2,500 books were read during this summer's Read-a-thon!**

Madison is committed to developing a love of learning among our youngest members so they have a head start in beating the incredible odds facing New York City's most underserved youth. Explorers Academy participants are given structured literacy instruction and participate in reading challenges and activities while also focusing on math and homework skills.

*Thank you to the NYSE Euronext Foundation, Inc. for their dedication to ensuring that our youth are given every opportunity to develop their love of learning at an early age.*

### 94% OF MADISON MEMBERS AGES 6-9 WHO WERE ENGAGED IN EDUCATIONAL PROGRAMMING WERE PROMOTED TO THE NEXT GRADE LEVEL.

### THE IMPORTANCE OF FINANCIAL LITERACY

Recognizing the changing economic climate and the need for basic financial understanding, Madison offers a Financial Literacy Program that continues thanks in part to the strong support of the late Edmund J. Blake, an avid proponent of this important skill. Through activities and exercises, members are better able to understand personal finance, budgeting, and the importance of saving for college and the future. Emphasis is also put on the economic benefits of staying in school and graduating from college.



## GOOD CHARACTER AND CITIZENSHIP

### MEMBERS GIVE BACK TO THE COMMUNITY

Members from the Joel E. Smilow Clubhouse organized and engaged in an anti-bullying discussion that highlighted the importance of treating others with respect and demonstrating good character. The conversation centered on effective techniques that victims of bullying can employ to protect themselves.

Torch Club members from the Columbus Clubhouse demonstrated their good citizenship by leading a recycling movement within their Clubhouse. Participants made sure that Clubhouse recycling bins were made easily visible and walked around the Club collecting recyclables. Members not only learned about the importance of protecting the environment, but also got involved in educating and serving their community.



MADISON MEMBERS PARTICIPATED IN MORE THAN 500 HOURS OF COMMUNITY SERVICE DURING THE SUMMER OF 2012!

## HEALTHY LIFESTYLE

### SMART GIRLS AND PASSPORT TO MANHOOD

Recognizing that adolescence can be difficult, Clubhouses run gender-specific group workshops and activities that reinforce positive decision making and healthy lifestyles for our teens. Our programs aim to instill in our members positive decision-making skills that will have a tangible impact on our members' physical, social, and emotional development.

This summer, all four of our Clubhouses hosted weekly workshops where our young women and men met to discuss challenges they were facing as maturing youth and engaged in opportunities that encouraged positive behaviors while nurturing their well-being.

*Thank you to Rite Aid and Washington Square Fund for supporting the SMART GIRLS Program.*



### ANNUAL DAY FOR KIDS!

Hundreds of youth from all four of our Clubhouses came to celebrate Day for Kids at our Columbus Clubhouse. Members, along with their families and neighbors from the community, were treated to a day of fun that included carnival activities, basketball tournaments, face-painting, and dance contests.

A special thank you to Disney for their support and for providing an "Imagination Playground" while engaging our youth through the "Magic of Healthy Living" game. Members got to spin the wheel, answer a question about making healthy life choices, and were then treated to a backpack full of school supplies. Radio Disney volunteers provided the entertainment for the day and hosted a karaoke contest to top it all off!

*Thanks also to Colgate-Palmolive, French's, United Healthcare, and Dole for their support.*



4 CLUBHOUSES

+



3 SCHOOL SITES



+ 5,000 KIDS

+



+ 150 STAFF =



A PLACE  
WHERE GREAT  
FUTURES START

# CORPORATE SUPPORT AND VOLUNTEERS

## MADISON IS INCREDIBLY APPRECIATIVE OF OUR OUTSTANDING CORPORATE PARTNERS AND SUPPORTERS WHOSE INVOLVEMENT INCLUDED:

- Financial support
- In-kind donations
- Volunteer support
- Office fundraisers
- Internships

### CORPORATE VOLUNTEERS

In May, 25 volunteers from **Deloitte** came to our Navy Yard Clubhouse for their Impact Day. Deloitte volunteers did “a year’s worth of work in one day” by painting doors and stairwells, weeding, cleaning, and creating outdoor games.

Our Columbus Clubhouse hosted **Goldman Sachs** in July, where 30 volunteers spent a day with our youngest members from the Explorers Academy. Energetic volunteers played volleyball math with the members, read to the kids in our “Big Red Chair”, played dodge ball, and even served lunch. Thank you Goldman Sachs!

Other corporations who shared their time, enthusiasm, and employees include:

- Golin Harris
- Johnson & Johnson
- United Healthcare
- GH Bass
- Lowe’s
- Rite Aid
- HSBC
- Colgate
- Disney
- French’s



### CORPORATE INTERNSHIPS

A great way to get involved with Madison Square Boys & Girls Club is by hosting a summer intern. Madison members enjoyed internships this summer at Convergenx, CT Partners, GH Bass, Warnaco, Direct Markets, Oppenheimer, and Reader’s Digest. Our interns worked in IT, created marketing materials, and learned the ins and outs of working in an office.

We appreciate and welcome corporate support in any form. For more information, please email the Director of Corporate Relations, Quentin Ball at [qball@madisonsquare.org](mailto:qball@madisonsquare.org).

**Michael W.**, a member of the Thomas S. Murphy Clubhouse, writes of his internship at CT Partners:

“ THIS EXPERIENCE WILL GIVE ME AN ADVANTAGE BECAUSE I CAN NOW GO INTO COLLEGE KNOWING EXACTLY WHAT I WANT TO MAJOR IN, HOW TO ACCOMPLISH THAT DREAM, AND WHAT KIND OF JOBS WILL BE AVAILABLE FOR ME WHEN I LEAVE COLLEGE. ”



### FEATURED SPONSOR:



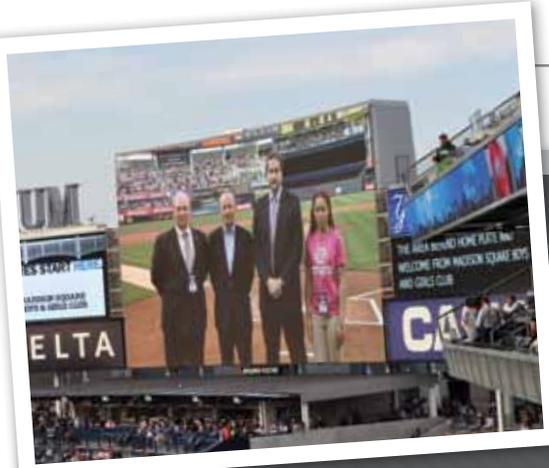
Madison is grateful to the Warnaco Foundation for its wide-reaching and continued support of our organization. This year, not only did Warnaco generously continue to support our education programming, but we were the recipients of fundraising revenue from the American Apparel and Footwear Association’s Annual Gala that honored many individuals including Madison swim program supporter, Michael Phelps. Warnaco again sponsored our Summer Teen Night Program, an opportunity for Madison teens to spend evenings at the Clubhouses in a safe and productive environment. **Thank you Warnaco!**



# SPECIAL EVENTS

## TAKE ME OUT TO THE BALLGAME ...THANKS, YANKEES!

Thank you to the New York Yankees for their generous hospitality on June 18th when they hosted 160 friends of Madison for an evening game against the Atlanta Braves. Board Members Barry Bregman and Jeff Smith along with Executive Director Joe Patuleia and Northeast Region Youth of the Year Crystile Carter represented Madison on the field at the beginning of the game!



## SPORT MANAGEMENT MENTORING PROGRAM

This summer, a group of Madison members were treated to an experience of a lifetime when they were invited to take part in the Sports Management Mentoring Program with the New York Yankees. Members attended an interactive discussion with office personnel who shared their career paths, position, and daily responsibilities for an exclusive behind-the-scenes look at various careers associated with professional sports.



## SHOPPING FOR A CAUSE AT PURSES & PURSENALITIES

This past May, over 300 of New York's most fashionable women gathered at Cipriani 42nd Street for our 7th Annual Purses & Pursesalities Luncheon. The event, which honored fashion favorites Nanette Lepore and Carlos Falchi, was emceed by the fashionable Lynda Baquero of WNBC-TV. A special thanks to our generous corporate partner, Saks Fifth Avenue, for making this year's luncheon a huge success.

## CELEBRATING CHARACTER AND LEADERSHIP

The Youth of the Year Dinner celebrated the achievements and outstanding character of our four Youth of the Year. The Youth of the Year from each of our four Clubhouses spoke about the positive impact the Club has had on their lives and were recognized for their academic success, strong moral character, life goals, poise, and public speaking abilities. Rob Brown, CFO of the Yankees and alumnus of the Joel E. Smilow Clubhouse, served as the evening's Special Guest Speaker.

*Special thanks to event sponsors Colgate-Palmolive and United Healthcare.*



## GREAT FUTURES START HERE.



317 Madison Avenue • Suite 1110 • New York, NY 10017

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.



## YOU CAN HELP GIVE THE GIFT OF A GREAT FUTURE!

At Madison, we know that staying engaged in school will lead to academic success for our youth and we teach our members the importance of graduating from high school ready for college or trade school.

You can help us prepare our youth for the next steps after high school by sponsoring a local college trip. These trips are a crucial step in ensuring that our youth know a college education is not only vital to a Great Future, but is also within reach.

- FOR \$50 YOU CAN SEND ONE CHILD ON A COLLEGE TRIP
- FOR \$100 YOU CAN SEND TWO CHILDREN ON A COLLEGE TRIP
- FOR \$200 YOU CAN SEND FOUR CHILDREN ON A COLLEGE TRIP
- FOR \$500 YOU CAN SEND 10 CHILDREN ON A COLLEGE TRIP

Visit [www.madisonsquare.org](http://www.madisonsquare.org) to learn about more sponsorship opportunities or **include a sponsorship donation in the enclosed envelope.**

One opportunity can make a lasting difference in the life of a child. And one person like you can help fulfill the dream of a Great Future for our high school students.

