

Dear Friends.

The idea began in 1884 in the basement of the Madison Square Church here in New York City. A man named Rev. Dr. Charles Parkhurst suggested that a Boys Club was needed to curb the problem of gangs and street fights that had been growing increasingly more frequent outside of his parish. And so what is now Madison Square Boys & Girls Club was established in a vacant storefront on First Avenue and 37th Street. And while the Club's location and leadership and members have changed, while the city has grown and the world is a far different place than it was 130 years ago in the basement of that church, one thing remains the same: Madison provides a safe and positive place for children who need us most.

What began in a single storefront with 325 members has grown into a pillar within the Boys & Girls Club movement, with four Clubhouses and three school sites and 5,000 members. We have celebrated that legacy of service for the entirety of this year, and recognize that we could never have come this far without the generosity and dedication of our supporters like you. Corporate and community partners, individuals and family donors, and all the friends of Madison are the reason we are able to save and enhance the lives of New York City's most underserved youth.

We celebrated many milestones this year, from 90% of our Project Graduate seniors graduating from high school, to 1,900 hours of community service done by our Keystone and Torch Clubs. Members were empowered to resist drug, alcohol, and tobacco use through evidence-based programming, and we are proud that 89% of participants increased their knowledge about the risks associated with those actions.

In the coming pages, you will read about "The Formula for Impact" for successful youth development. That formula is visible in the evidence-based programming our members take part in every day. It says that if you take young people who need us most, and add a safe and productive environment where fun is encouraged and role models are plenty, you will yield something great, something that can change the world: a strong and confident leader.

- A leader who has the skills and resources to achieve Academic Success and know that education makes the critical difference in breaking the cycle of poverty.
- A leader with Good Character & Citizenship, who will fight against injustices and work to be a productive member of the community.
- A leader who lives a Healthy Lifestyle through plenty of exercise, a well-balanced diet, and respect for his or her body.

Just as those 325 members in the storefront Club on First Avenue needed guidance and support and recognition outside of their homes and school rooms, so do our 5,000 members across the city today. So we thank you, our loyal Madison friends and partners, for celebrating our 130-year legacy of service. Because of you, we will be here to save and enhance the lives of New York City's children for as long as they need us.

Sincerely,

Barry Bregman
President, Board of Trustees

Barry & Brigman

Joseph Patuleia Executive Director

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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.





WHO WE SERVE



Founded in

1884

Founding Member of the Boys & Girls Clubs

of America

69% African American

28% Hispanic/Latino

3% Other races or identify as more than one race



5,000+

youth served annually

Ages served:

6-18

35% ages 6-9

26% ages 10-12

20% ages 13-15

19% ages 16-18



4 Clubhouses & 3 schools

145,622 ft²

of a safe and positive environment

Rate of children under 18 living below the poverty line:

Joel E. Smilow Clubhouse: 54.2%

Columbus Clubhouse: 57.9%

Navy Yard Clubhouse: 64.7%

Thomas S. Murphy Clubhouse: 32.3%

Jackie Robinson School-PS 375: 56.4%

The Clinton Hill School-PS 20: 2.2%

The Weeksville School-PS 243: 66.4%



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





A **Safe, Positive Environment** where our members are provided a stable setting that allows them to feel both physically and emotionally safe.

THE RIGHT COMBINATION FOR SUCCESS





A place where a youth's self-worth and accomplishments receive **Recognition** and positive reinforcement.







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 staff.





A place where **Opportunities** are abundant and **Expectations** are high.





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.



90%

of our Explorers Academy members (ages 6 to 9), were promoted to the next grade level 94%

of members of BE GREAT: Graduate (ages 10 to 12), which focuses on students showing risk factors for dropping out of school, met or exceeded school attendance averages 100%

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



27%

in math, 14% in homework, 23% in reading: the percentage increase of our youngest learners performing at or exceeding grade-level standards from beginning to end of the school year

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

In 2014, while New York City on-time high school graduation rates for African-American and Latino youth like those we serve were 63.8% and 61.4%, respectively, 90% of our Project Graduate seniors graduated from high school, and 100% that applied to college were accepted to attend.

Madison's alumni are attending college across the country, representing us at Delaware State University, Monroe College, New York University, Hobart and William Smith College, Medgar Evers College, College of New Rochelle, Buffalo State University, Tallahassee Community College, and York College.

At my Club, they push us to do our best. They help us with our academic goals, but at the same time you're still having fun and learning to work together in a group.

Javier, 13 years old

During the summer, most youth lose about two months' worth of math skills, and low-income youth also lose more than two months' worth of reading skills, while their middle-income peers make slight gains. Summer learning losses can stack up from year to year, causing low-income children to fall further and further behind, ultimately endangering their chances of high school graduation.

This summer, Madison had 696 members take part in our Summer Brain Gain program, where members had an opportunity to engage in project-based learning, enrich academic knowledge, and build important skills like problemsolving and working in a group, all to make sure they are prepared to learn when school resumes.



"

To know that you are helping the community around you makes you feel good.

Deandria, 18 years old

15 girls

in Mozambique received school uniforms and bags designed and sewn by members of the Cultural Enrichment program at our Thomas S. Murphy Clubhouse after the members learned that some young women in Africa are unable to pursue their education because they cannot afford mandatory school uniforms



1,900 hours

of volunteer time for events including the Run or Dye 5K, Thanksgiving turkey giveaways, AIDS Walk New York, Earth Day marches, and clothing and food drives for the homeless

OUR PROGRAM:

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

The Club has created a family away from home and has given me security from the outside world.

Luz Maria Negron, 18 years old



The Youth of the Year program celebrates the remarkable accomplishments of Club members who have distinguished themselves by rising above challenging circumstances. The program celebrates youth who have overcome enormous odds and demonstrate exceptional character and leadership skills.

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, 17 members went through the rigorous application and interview process, with one representative selected from each of our four Clubhouses. After the four overall Clubhouse representatives presented their stories to a panel of judges, we were proud to name Luz Maria Negron as the 2014 Madison Youth of the Year. She was then selected to represent all 49 Boys & Girls Clubs across the state as the 2014 New York State Youth of the Year.

Left to right: Husani Vassell, Nickesha Williams, Angel Victor, and Luz Maria Negron



80,000

hot meals were served at our Clubhouses

40,000

healthy snacks were served at our Clubhouses



OUR PROGRAM:

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

Smart Girls is where Miss Yolanda talks to us about how to be young women, and how to respect each other. We talk about getting older and what situations we might go through, too.

Ania, 13 years old

More than 700 members participated in our aquatics program, which provides water safety instruction, swimming lessons and lifeguard training. Nearly 70% of African-American children do not know how to swim and our program is working to effectively combat that startling statistic.

Madison connected more than 1,000 members and their families to health information and resources through annual health fairs. The fairs introduced members of the community to health services and professionals, offered free health screenings, and provided general information on various health services.

When I first joined the Club, it was because of friends and basketball. I quickly realized that the Club offered many activities other than basketball.

"

Husani, 18 years old

89%

of participants in Youth Empowerment—an evidencebased program that empowers young people to resist drug, alcohol, and tobacco use—increased their knowledge of the risks associated with substance use

700

members participated in our aquatics program

SPECIAL **EVENTS**

There's something for everyone here at Madison!

The 2014 Youth of the Year Dinner was held on Wednesday, May 28 at the Lighthouse at Chelsea Piers. Our four Youth of the Year finalists inspired more than 600 corporate supporters and friends of Madison with their stories of personal triumph. The evening celebrates the success of those youth who have demonstrated a consistent dedication to their education and is the premier national recognition program for Boys & Girls Club members. The program promotes service to the Club, community and family, academic success, strong moral character, and life goals. v



∧ KEYNOTE SPEAKER: Philip Banks III, Chief of Department, NYPD MASTER OF CEREMONIES: Michelle Miller, CBS News Correspondent CHAMPION OF YOUTH HONOREE: Henrik Slipsager, CEO of ABM Industries

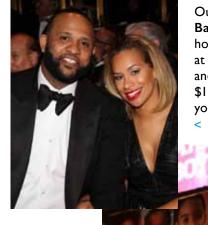
It is our responsibility to give our kids all the tools and the love and the nourishment they need to be successful adults.

Stan King, Thomas S. Murphy Clubhouse Director



More than 150 friends of Madison joined 200 of our Club members to cheer on the New York Yankees as they took on the Toronto Blue Jays under the stars on June 18. A

On April 23, more than 250 guests gathered at the Upper East Side's Metropolitan Club for our 9th Annual Purses & Pursenalities luncheon. This year, we were thrilled to honor Elaine Turner, Laura Vela, and Yliana Yepez, with Chuck Scarborough serving as our Master of Ceremonies.



Our 2013 Christmas Tree Ball was a smashing success, hosting nearly 400 guests at Cipriani 42nd Street and raising more than \$1 million to support our youth development initiatives.





Madison's 20th annual Golf Tournament was hosted at the historic Sleepy Hollow Country Club on August II, where more than 100 players enjoyed a day of golf followed by a dinner and auction to benefit our members.



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 member's unlimited potential.

THANK YOU TO...



Disney for continued support of our Triple Play program, which teaches our members the importance of living a Healthy Lifestyle, and for providing our members with unique opportunities through various special events.



ICE NYSE Foundation, Inc. for advocating for the educational needs of our children, for supporting programming that helps our youngest members develop a love of learning, and for support of our signature special events.



The PwC Charitable Foundation for believing that career and college readiness programs geared toward college acceptance are paramount to our members' Academic Success. We also thank PwC for its support of our signature special events.



Charles Schwab & Co., Inc., an inaugural sponsor of our Youth of the Year Dinner, for its instrumental support to ensure the event's overall success. Additional support allows us to make financial literacy a priority for our members.



The New York Yankees, for outstanding and unparalleled commitment to our Bronx Clubhouses and communities, and tremendous dedication to encouraging healthy lifestyles and educational enrichment for all young people. We also thank the Yankees for providing opportunities for all Madison members to experience the magic of a live sporting event.



Vivendi, which supports computer literacy for our members through a focus on bridging the digital divide through software and hardware skills, with the goal of helping our young people achieve their full potential through opportunities in entertainment and communications.



Yahoo! for supporting our Project Graduate program, which provides career and college guidance while keeping teens on track to graduate from high school. We're also grateful to the Yahoo! employees who donated their time this year through various volunteer events at our Clubhouses.



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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 underserved youth this year.

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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 Clubs of America, and we wish to express our deepest 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 2014 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 Healthy Lifestyles for New York City's most underserved 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.

Madison Square Boys & Girls Club Annual Report Writer/Editor: Christa McCarthy-Miller, Director of Marketing and Communications

Annual Report Photo Credits: Holger Thoss, Cutty McGill, Joseph Peter, Jennifer Gonzales, and Hechler Photographers.

Annual Report Design: Quokka Design Studio



A LEGACY OF LEADERSHIP

This year, Madison Square Boys & Girls Club lost a dedicated friend and supporter when Mr. Douglas Williams passed away at the age of 96. Mr. Williams joined Madison's Board of Trustees in 1948 and eventually served as the Vice President of the Board. He played a pivotal role in the implementation of the Clear Pool Summer Camp program, which provided the children of our Clubhouses with opportunities to attend summer day camp as a group. Mr. Williams was a generous supporter of many of Madison's annual events, including the Christmas Tree Ball.

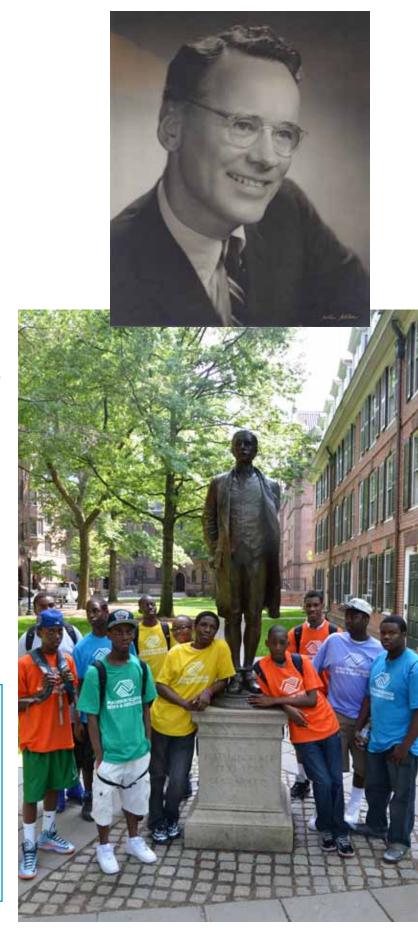
Born in New York City, Mr. Williams attended the Buckley and Choate-Rosemary Hall Schools and later, Yale University. After graduating from Yale in 1940, he served in the United States Army as 1st Lieutenant from 1942-1945 in the China-Burma-India Theater. Mr. Williams then worked at the stock brokerage firm Goodbody & Co. and Legg Mason Wood Walker until he retired in 1990.

Aside from his financial work, Mr. Williams served on the Board of Maine SeaCoast Mission, where he was an honorary member at the time of his passing. He also sat on the Board of the Society of the Preservation of Long Island Antiquities and acted as Vice Chairman and Trustee of Teachers College, Columbia University. Mr. Williams was also very involved with his faith, holding positions of President of Trustees and Elder of the Madison Avenue Presbyterian Church, President and Trustee of the Community Service Society, and President of the Saint Nicholas Society. He was a proud member of the Yale Club, the Union Club and the Downtown Association, as well as an enthusiastic choir member with the Blue Hill Troupe.

We will remember Mr. Williams for his extraordinary leadership and passion, and applaud his legacy of service to our Board of Trustees.

College is important to me because it allows me to prove to myself that no matter how much doubt enters my mind, it can all be conquered when I believe in myself the way my Club has.

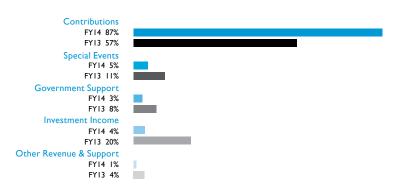
Angel, 18 years old



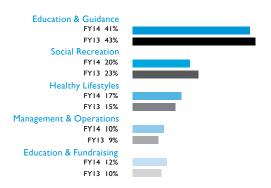
FINANCIALS

October I, 2013-September 30, 2014

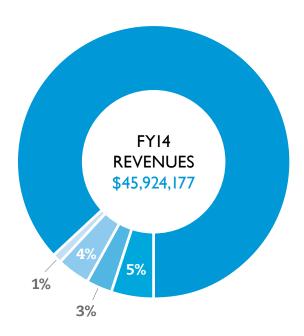
REVENUE AND OTHER SUPPORT	%	FY2014	FY2013
Contributions	87%	\$40,120,786	9,435,287
Special Events (Net of Direct Costs)	5%	\$2,365,852	1,812,047
Government Support	3%	\$1,225,063	1,286,285
Investment Income	4%	\$1,701,324	3,421,801
Other Revenue & Support	1%	\$511,152	670,329
TOTAL REVENUE AND SUPPORT		\$45,924,177	16,625,749

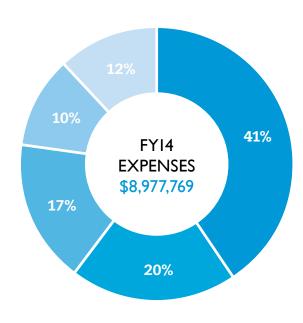


EXPENSES PROGRAM SERVICES	%	FY2014	FY2013
Education & Guidance	41%	\$3,646,490	3,578,861
Social Recreation	20%	\$1,804,118	1,902,931
Healthy Lifestyles	17%	\$1,535,888	1,209,648
Management & Operations	10%	\$943,695	736,681
Fundraising	12%	\$1,047,578	792,278
TOTAL OPERATING EXPENSES		\$8,977,769	8,220,399



	FY2014	FY2013
Change in Net Assets	\$36,946,408	8,405,350
Net Assets, Beginning of Year	\$39,483,280	31,077,930
NET ASSETS, END OF YEAR	\$76,429,688	39,483,280









Pictured, left to right: (top row) Patrick S. Gallagher, RLM Finsbury; Richard Eaddy, Savills Studley; John McDonough, OppenheimerFunds; (middle row) Roy Weathers, PwC; Keith Fleischman, Esq., Fleischman Law Firm; Mitchell Scherzer, Hearst Corporation; (bottom row) Barry Rodrigues, Citigroup; Scott Cutler, StubHub; Ronald Porter, Korn Ferry

ELCOME MADISON!

October I, 2013-September 30, 2014

We remain inspired by the outstanding commitment of our volunteer leaders over the past 130 years. Madison's Board of Trustees attracts some of New York City's most prestigious executives who not only serve as role models for our members, but also afford us the resources to provide highquality programming to our youth. Each year brings a new group of influential and dedicated professionals, and this year was no different as we welcomed nine new Trustees.

> 100% of the Board of Trustees contributed financially

\$1,272,895 contributed by the Board of Trustees



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