



MADISON SQUARE
BOYS & GIRLS CLUB



FISCAL YEAR 2020

ANNUAL REPORT

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.

A MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CO-PRESIDENTS

Under the best of circumstances, Madison provides a vital service to our city but with the current crisis, our youth and their families have needed our efforts more than ever. This year has been challenging for us all – especially for our Madison communities. Our mission has never been more critical.

At a time of so much tragedy and uncertainty, Madison’s role in the lives of our members – as a source of community, a resource for guidance and security, and a vehicle for connecting with opportunity – is more crucial than ever before. From the outset of the pandemic, Madison did all that we could to assure our families that we would not leave them or their children behind, and we continue to pursue this as our primary goal. We pivoted in a number of ways, both adapting our traditional modes of operation and introducing new initiatives in order to stay relevant to our communities and ameliorate their most pressing needs. Some of the important ways in which we pivoted include:

MARCH 2020

- Immediately after the stay-at-home orders went into effect, our staff members began making calls to Club families to provide support and understand their challenges and needs – from food insecurity, unemployment, and loss of housing to technology assistance in order to get their children connected to a virtual learning environment.

SPRING 2020

- Launched Virtual Afterschool Programming to provide support to members and their families through a variety of interactive Zoom opportunities.
- Developed and began a Food Pantry program at each Clubhouse, making sure kids and families in our communities had the food that they needed.

SUMMER 2020

- Safely reopened our Clubs and welcomed members for summer programming.
- Implemented the Summer Youth Employment Program and our own Summer Employment Program to give teens meaningful paid work experiences.

FALL 2020

- Launched Remote Learning Centers at each Club to support the hybrid school schedule and provide after-school program support.
- Launched a comprehensive Teen Campus Program to support teens on their path to high-school graduation and provide social opportunities.

Madison’s Clubs are second homes and our staff are extended family for our members. And, it is only because our members and their families know that we put their needs first, that they trust us and rely on our judgement. Both in good times and challenging times, Madison has always been and will always be a place of hope and opportunity, where youth can express themselves freely and find the support they need to achieve their highest potential.

As the seasons change, and restrictions are updated almost daily, we will continue to welcome children and teens into our Clubhouses and make sure the needs of the youth in our communities are being met. We will also continue to strictly adhere to public health guidelines to serve kids as safely as possible.

We have been humbled by the outpouring of support during this difficult year. On behalf of our entire organization, we thank you, our Madison family, for your steadfast commitment to our members and families. **Thanks to you, there are brighter days ahead for our members and their families,** and we look forward to brighter days ahead for all of us.

Warmest regards,

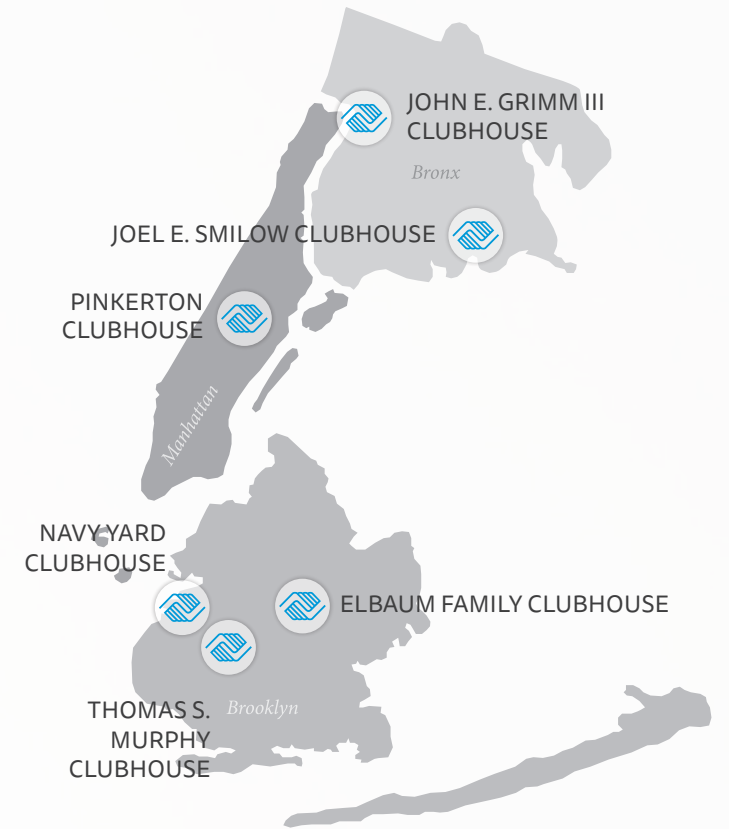
Tim McChristian
EXECUTIVE DIRECTOR

Don Devine
BOARD CO-PRESIDENT

Richard Eaddy
BOARD CO-PRESIDENT



WHO WE ARE



BRONX

JOHN E. GRIMM III CLUBHOUSE
543 East 189th Street
Bronx, NY 10458

JOEL E. SMILOW CLUBHOUSE
1665 Hoe Avenue
Bronx, NY 10460

BROOKLYN

THOMAS S. MURPHY CLUBHOUSE
2245 Bedford Avenue
Brooklyn, NY 11226

NAVY YARD CLUBHOUSE
240 Nassau Street
Brooklyn, NY 11201

ELBAUM FAMILY CLUBHOUSE
Located in Frederick Douglass Academy VII High School/
Teachers Preparatory High School
226 Bristol Street
Brooklyn, NY 11212

MANHATTAN

PINKERTON CLUBHOUSE
250 Bradhurst Avenue
New York, NY 10039



Founded in
1884

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



5,000+
youth and young adults,
ages 6-24 served annually

Serve kids ages

6-18

57% African-American
27% Hispanic/Latino
16% other races/identify
as more than one race



6 Clubhouses
2 in the Bronx
3 in Brooklyn
1 in Harlem

A **Safe, Positive Environment** whether virtually or in-person, where our members are provided a stable setting that allows them to feel both physically and emotionally secure.



A place where having **Fun** is not only important, but also emphasized. Club members develop a strong sense of belonging through the connections established with both their peers and 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.



OUR FORMULA FOR IMPACT

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**.



Three Priority Outcome Areas:

- Academic Success
- Good Character & Citizenship
- Healthy Lifestyles



ACADEMIC SUCCESS

"Hi, I'm Omar! When the pandemic started, we couldn't go to the Club for a little while and I was really worried I'd never see my favorite staff and friends again. I was so excited when my mom told me that Madison was starting a virtual Clubhouse so I could still talk to everyone. It was so fun to play games and even though homework isn't my favorite, I was grateful the staff was there to help me, even if we couldn't see each other in person. Then the best thing ever happened—in the summer, I got to go back to the Club! I was so happy to see my friends again. Even though life wasn't the same, it felt more normal."

COVID-19 PIVOT

VIRTUAL AFTERSCHOOL PROGRAM:

- Began in March 2020 to stay connected to our families
- Ran daily from 3pm-6pm through the end of June
- Covered a variety of topics ranging from academic support, arts and crafts, and fitness activities to STEM projects, virtual field trips and more

SUMMER PROGRAMS:

- Reopened our Clubs in July 2020 for 5-12 year olds
- Retooled all of our procedures and protocols to reopen the Clubs safely for full-day programs at five of our sites
- Welcomed close to 250 members daily from 8am-5pm
- Provided career training opportunities to teens through the Summer Youth Employment Program and Madison's own Summer Employment Program

LEARNING LABS:

- Initiated in Fall 2020
- Partnered with the New York City Departments of Education and Youth and Community Development to run school-day learning centers for youth who were on a hybrid schedule
- 326 elementary and middle school students have been coming to our Clubs to connect with their classrooms and benefit from the extra support provided by Madison staff

AFTERSCHOOL PROGRAMS:

- Concurrent with the Learning Labs beginning in Fall 2020
- Afterschool program from 3-6pm
- Gave working families time to pick up their children and youth time to socialize and unwind

TEEN CAMPUS:

- Madison instituted the Teen Campus—a full suite of in-person and virtual programs focused on high-school graduation, college preparedness, workforce readiness, leadership and character development, sports and the arts
- These programs have reached 533 teens

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 from grade school to high school, and throughout college

EXPLORERS ACADEMY

- Ages 6 to 9
- Ignites a lifelong love of learning among Madison's youngest members
- Delivers cross-disciplinary learning opportunities to reinforce critical literacy and math skills
- Prevents summer learning loss by extending learning throughout the summer

JUNIORS ACADEMY

- Ages 10 to 12
- Provides homework support in group and one-on-one settings to bolster members' academic skills and engagement
- Utilizes the Boys & Girls Clubs of America's DIY-STEM curriculum
- Prevents summer learning loss by extending learning throughout the summer

TEENS

- Ages 13 to 18
- *Project Graduate Program (PGP) provides a comprehensive curriculum to help meet high school graduation requirements, successfully navigate the college application process, and make a successful transition to college*
- *College Success Initiative (CSI) supports the progress of graduating seniors through mentoring and targeted programs to ensure a smooth transition to college and promote college persistence*





"Hey there—I'm Marissa. I've been attending the Club since I was 7, and now that I'm 14, the world looks a lot different. I'm grateful that the staff at the Club is always there to listen and talk about things that matter to me. The last year has been really tough, but even when the Club was virtual, I still got to connect with my friends and talk about things that mattered to me. From racial injustice to the effects of the pandemic, I always have someone to talk to."

OUR PROGRAMS:

- Promote the development of a positive self-image and strong character
- Teach positive and effective strategies for responding to conflict
- Encourage the development of meaningful relationships with others
- Empower youth to support and influence their Club and community
- Teach respect for both one's own and others' cultures

Youth of the Year

- Premier national recognition program for Boys & Girls Clubs of America members
- Promotes service to the Club, the importance of community and family, academic success, strong moral character, and setting life goals



Torch Club (ages 10 to 12) and Keystone Club (ages 13 to 18)

- Instill a sense of personal and community responsibility while helping build effective, positive strategies for responding to conflict

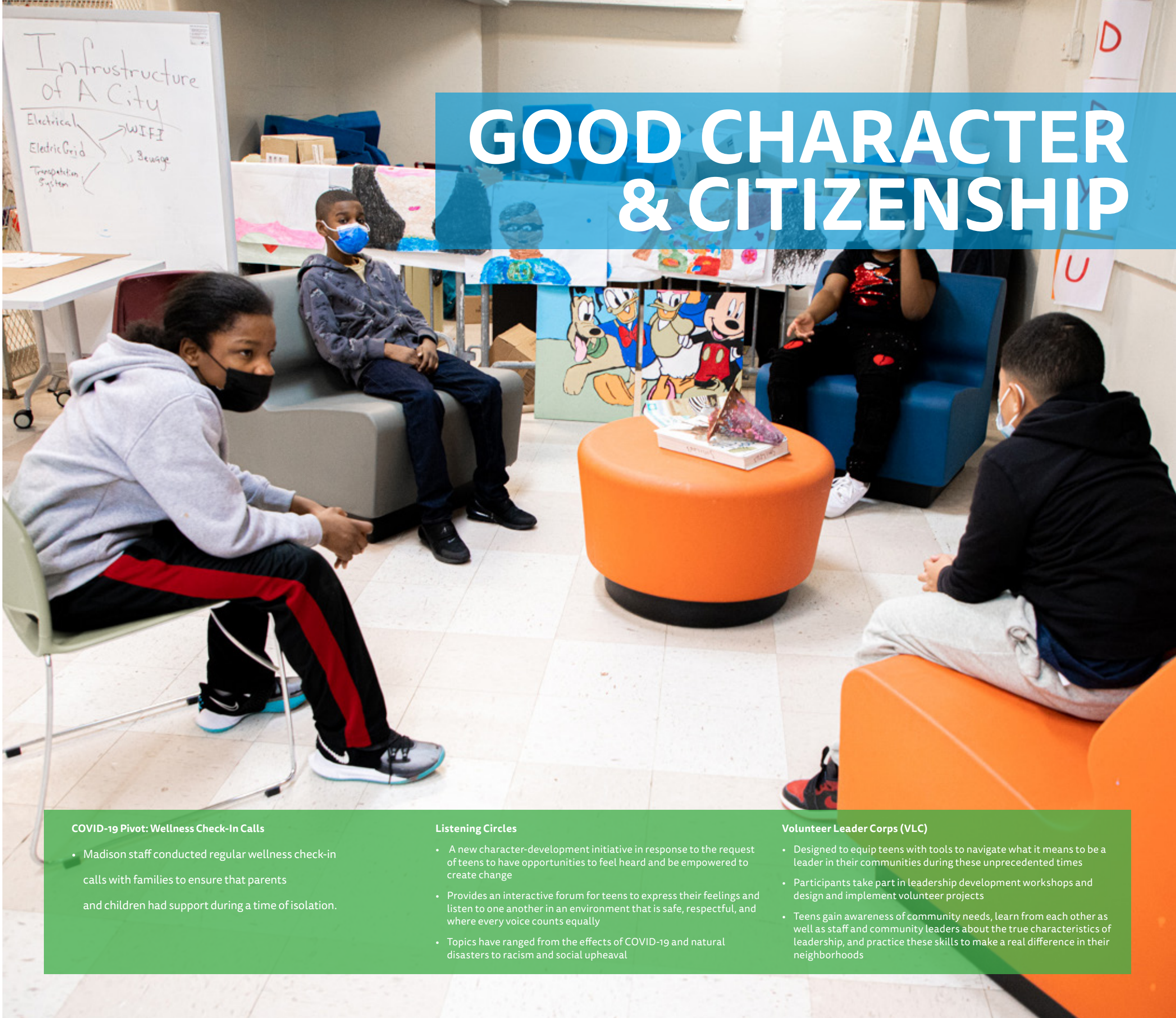


Passport to Manhood

- Addresses critical issues that young men face during this time in their lives, such as ethics, decision making, wellness, employment and careers, cooperation and conflict, diversity, relationships, and self-esteem

SMART Girls

- A health, fitness, education, and self-esteem enhancement program for girls designed to encourage healthy attitudes and lifestyles



GOOD CHARACTER & CITIZENSHIP



COVID-19 Pivot: Wellness Check-In Calls

- Madison staff conducted regular wellness check-in calls with families to ensure that parents and children had support during a time of isolation.

Listening Circles

- A new character-development initiative in response to the request of teens to have opportunities to feel heard and be empowered to create change
- Provides an interactive forum for teens to express their feelings and listen to one another in an environment that is safe, respectful, and where every voice counts equally
- Topics have ranged from the effects of COVID-19 and natural disasters to racism and social upheaval

Volunteer Leader Corps (VLC)

- Designed to equip teens with tools to navigate what it means to be a leader in their communities during these unprecedented times
- Participants take part in leadership development workshops and design and implement volunteer projects
- Teens gain awareness of community needs, learn from each other as well as staff and community leaders about the true characteristics of leadership, and practice these skills to make a real difference in their neighborhoods

HEALTHY LIFESTYLES

OUR PROGRAMS:

- Promote the importance of leading a healthy and productive lifestyle
- Encourage positive decision-making for physical, social, and emotional development
- Teach sportsmanship, social, and interpersonal skills
- Educate members and their families on the importance of lifelong healthy decision-making and behaviors

Triple Play: A Game Plan for the Mind, Body, and Soul

- A holistic approach to educating youth about nutrition using the curriculum Healthy Habits
- Makes physical fitness a daily practice
- Develops individual strengths and good character
- With the onset of the pandemic, Madison has continued to offer opportunities for all members to engage in physical fitness activities via Zoom and in-person when safe to do so

Aquatics

- Offers water safety instruction, lifeguard training, and recreational aquatic activities for beginner, intermediate, and advanced swimmers *Note: aquatics were suspended in accordance with the Department of Health during the COVID-19 outbreak*

Youth Empowerment

- Evidence-based program that helps young people resist drug, alcohol, and tobacco use
- Small group activities increase peer support, enhance life skills, and build resiliency

COVID-19 Pivot: Food Pantry

- Alongside a community of partners, we established a food pantry in response to the growing food insecurity in our communities
- Supported more than 1,000 families
- Ran weekly across our sites during the summer
- We've continued to pursue food distribution opportunities as an ongoing priority, providing many families with necessary relief



of wellness checks with Club Families

3,842

of pounds of foods distributed:

431,250
pounds of food
(14,375 bags)

of PPE (masks/gloves)
distributed:

71,875



"I'm Kaia and Madison has been helping to feed me and my family. When COVID started, my mom lost her job and I heard my parents talking about money a lot. I noticed we didn't have some of my favorite snacks at our apartment and my mom and dad seemed worried a lot. After a little while, my mom and I would walk to the Clubhouse and they gave us bags of yummy food. I've never seen my mom smile so much."

The 2020 **Youth of the Year Event** was held as a virtual week-long celebration from Monday, May 18th through Friday, May 22nd, 2020. Our Youth of the Year finalists inspired supporters and friends of Madison with their stories of personal triumph. The Youth of the Year event 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. The event also honored Champion of Youth Honoree, Authentic Literary Talent & Management.



SPECIAL EVENTS



On September 29th, guests gathered for this year's Style of Life Luncheon as a virtual event in support of our COVID-19 Emergency Relief Fund – Response, Recovery & Resiliency. This year, we were thrilled to honor Dr. Oz, Emmy award-winning host of *The Dr. Oz Show* and renowned cardiothoracic surgeon, with Jenny B. Fine of WWD serving as our Mistress of Ceremonies.

*Madison launched a virtual "Fore the Kids" digital campaign that supported our summer programming.

Our 2019 Christmas Tree Ball was a smashing success, hosting nearly 500 guests at Cipriani 42nd Street and raising more than \$1 million to support our youth development initiatives.

THE POWER OF PARTNERSHIPS

These caring corporate citizens have partnered with us to find innovative ways to help our young people reach their full potential. We thank them for their ongoing support and commitment to furthering our mission.

Thank you to...



With shared values and a commitment to inspiring and educating our youth and their families to lead healthy lifestyles, our partnership continues to make a direct impact on the lives and well-being of our members. With generous support of our SMART Girls and Passport to Manhood programs, Empire has helped nourish positive self-esteem, healthy attitudes, and positive relationships amongst peers and adults. In addition to providing financial support, when the Clubs were closed by mandate, Empire stepped in to enhance our Virtual Afterschool Programming (VAP) with highly-participatory activities including fitness classes and a cypher contest to promote well-being during the pandemic.



Garden of Dreams makes magic happen for our members both inside and outside of our Clubs. Time and again, the foundation has demonstrated unparalleled loyalty and dedication to our mission. In conjunction with our capital campaign, Garden of Dreams fully refurbished our Grimm Clubhouse in the Bronx and outfitted all of our Clubhouses with state-of-the-art Notes for Notes music recording studios. Beyond our Club walls, Garden of Dreams has afforded our youth lifechanging opportunities, including scholarships, gameday tickets, meetings with players and celebrities, and the once-in-a-lifetime chance to perform in a talent show at Radio City Music Hall. In response to the pandemic, Garden of Dreams went above and beyond in supporting our families, both in helping underwrite our Virtual Afterschool Program that ran from March-June 2020 and in bolstering our food distribution efforts through donating supermarket gift cards, meals, and more. For all of this, Garden of Dreams is truly a dream partnership.

HEARST

A partner for more than 16 years, Hearst loyally commits to supporting our signature special events on an annual basis. This year—in addition to the company's regular annual support—the Hearst Foundation was one of our first partners to reach out to offer critical financial support toward our Covid-19 Relief efforts when the shelter-in-place order was put into effect in NYC. Hearst's ongoing generosity, employee involvement and Board representation has helped us amplify our impact and continues to bolster our ability to provide the best facilities, programs and services to the youth we serve.



Invesco empowers its employees to get involved and give back, resulting in a terrific partnership. From representation on our Board and Madison Council, to employee volunteerism and steadfast support of our Youth of the Year and Christmas Tree Ball events, Invesco helps to ensure we can continue providing high-quality programs for all of our members.



Madison is immensely grateful for our longstanding partnership with the New York Yankees and the New York Yankees Foundation, which supports youth development programming at our two Bronx sites: the Joel E. Smilow Clubhouse and the John E. Grimm III Clubhouse. When the pandemic hit, the Yankees were one of our first partners to step up and support our new Food Pantry program to feed our families and communities at a time of growing food insecurity. We are also deeply appreciative of the countless once-in-a-lifetime opportunities they have provided for Madison members, from tickets to games, to home plate ceremonies, to the chance to meet their heroes on the field.



A special thanks to our other corporate champions:







THANK YOU TO OUR DONORS

Madison gratefully acknowledges the following donors who provided essential support to further our mission to help save and enhance the lives of New York City youth during Fiscal Year 2020 (October 1, 2019– September 30, 2020).

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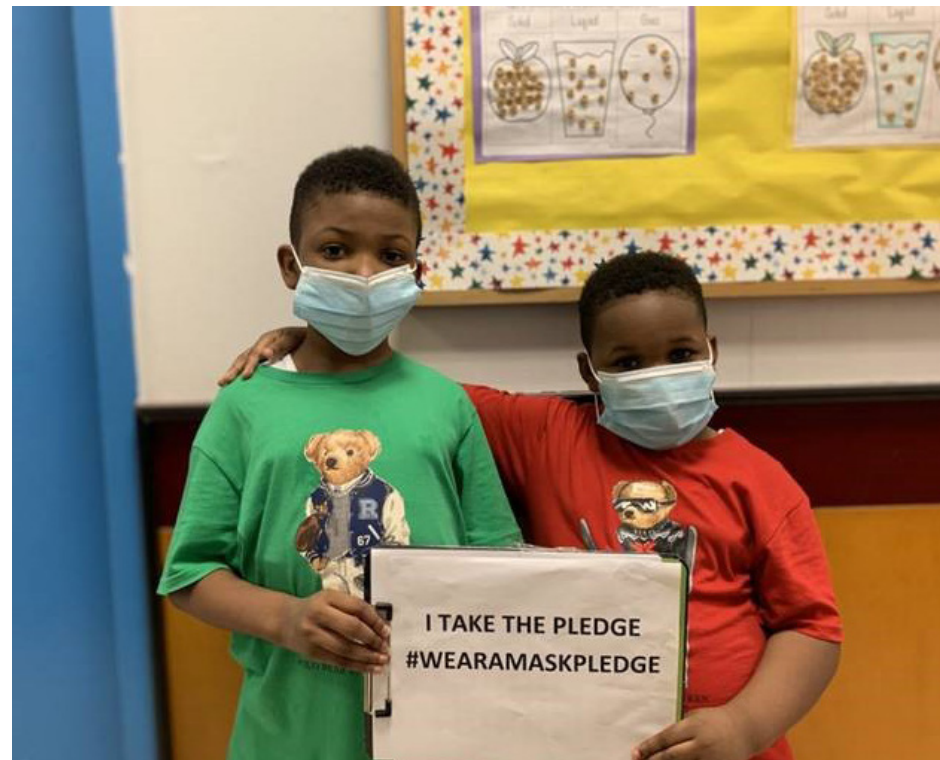
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Donors reaching a cumulative giving level of \$100,000 or more receive special recognition as having demonstrated an extraordinary commitment to our mission.

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MENTOR CIRCLE

Members of the Madison Mentor Circle are essential to the success of our organization. Donations cover our annual operating costs and directly support our programs that boost our priority outcome areas: Academic Success, Healthy Lifestyles, and Good Character & Citizenship.

For additional information on this, visit www.madisonsquarefoundation.org/mentor-circle

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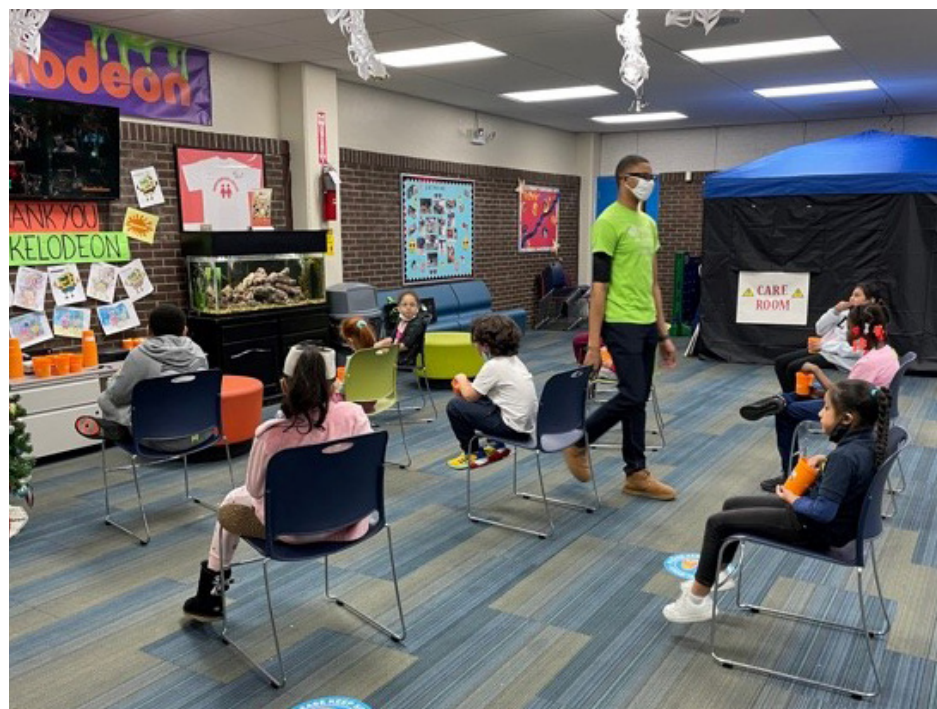
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As a next generation of supporters and leaders, Madison Council members take part in various volunteer engagements along with networking and fundraising events. Each member is a Madison ambassador and strives to raise awareness of the organization and its mission. Young professionals are invited to join the Council and lend their time, talent, and treasure to supporting Madison's mission to save and enhance the lives of New York City youth.

For additional information, visit www.madisonsquarefoundation.org/madison-council

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BUILDING HOPE CAMPAIGN SUPPORTERS

Madison extends its sincere gratitude to all donors who have made a commitment in support of the Building Hope Campaign. Their visionary leadership and extraordinary dedication will provide hope and opportunity to the young people of New York City for generations to come.

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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 Club of America, and we wish to express our deepest gratitude for this strong, ongoing partnership.

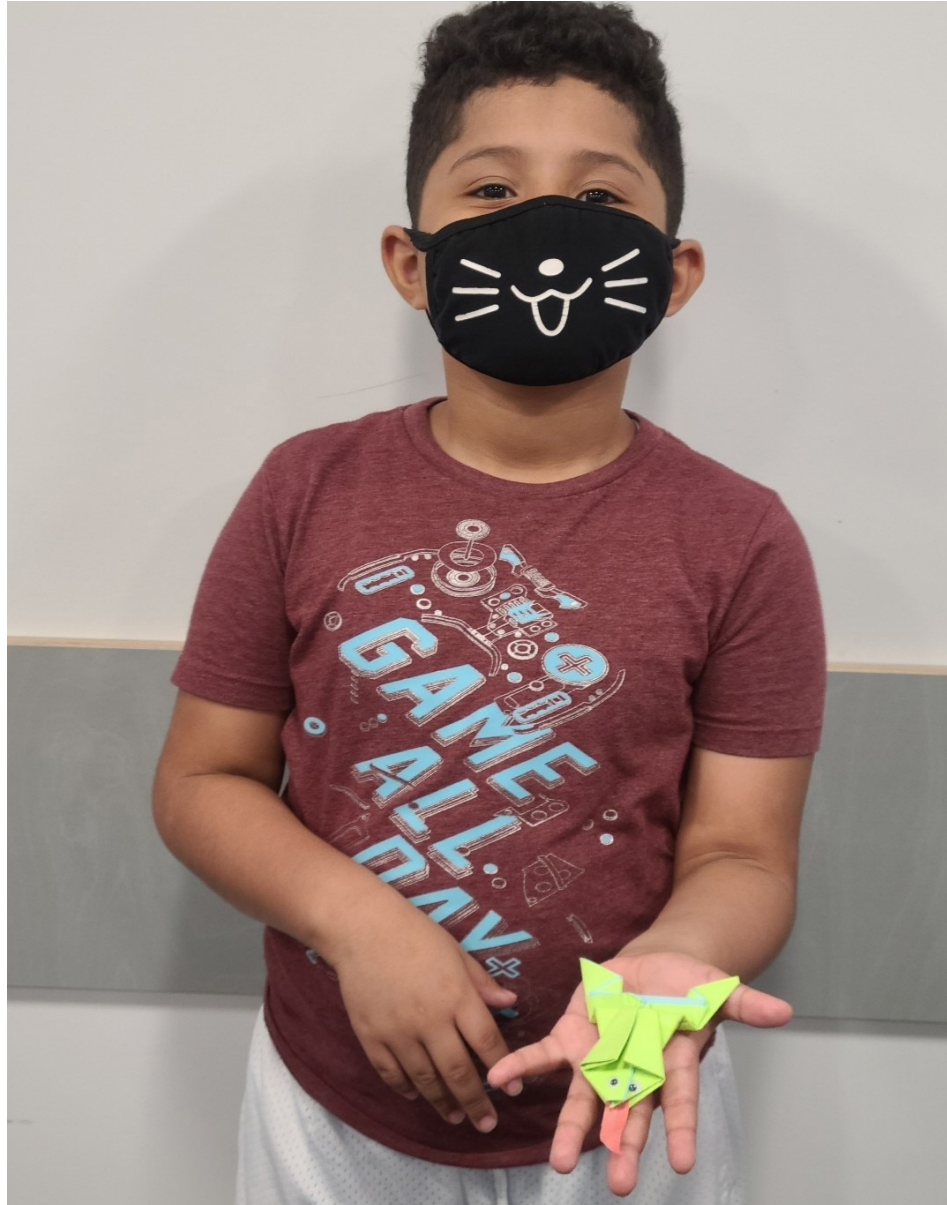
We are also grateful to our New Markets Tax Credit financing partners:
Empowerment Reinvestment Fund
Nonprofit Finance Fund
NYC Economic Development Corporation
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BECOME A PART OF THE MADISON FAMILY

CREATE YOUR LEGACY THROUGH PLANNED GIVING

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 youth living in New York City's most under-resourced neighborhoods. 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 visit www.madisonsquarefoundation.org/planned-giving



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Reflective of FY20

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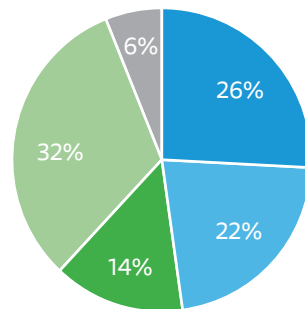
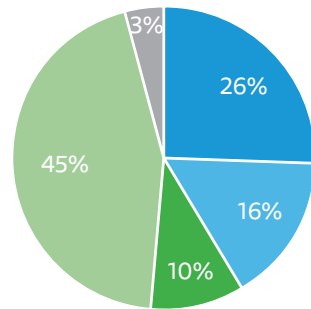
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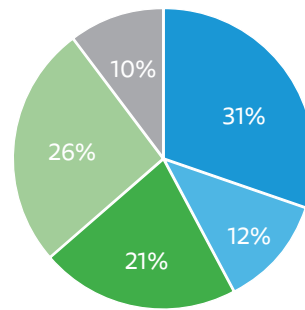
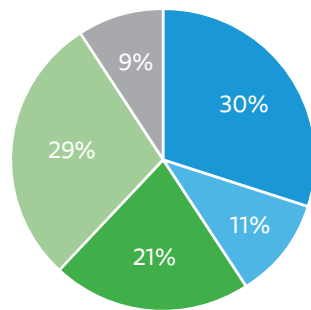
FINANCIALS

(Fiscal Year October 1, 2019-September 30, 2020)

REVENUE & SUPPORT	FY2020		FY2019	
Contributions	\$3,838,178	26%	\$3,032,722	26%
Special Events	\$2,259,664	16%	\$2,477,536	22%
Government Support	\$1,493,373	10%	\$1,666,859	14%
Investment Income	\$6,704,003	45%	\$3,688,750	32%
Other Revenue & Support	\$538,837	3%	\$709,838	6%
Total Revenue and Support	\$14,834,055	100%	\$11,575,705	100%



EXPENSES	FY2020		FY2019	
Academic Success	\$4,736,155	30%	\$4,328,855	31%
Good Character & Citizenship	\$1,820,186	11%	\$1,611,906	12%
Healthy Lifestyles	\$3,356,790	21%	\$2,970,688	21%
Management & General	\$4,542,163	29%	\$3,678,738	26%
Fundraising & Development	\$1,453,228	9%	\$1,358,930	10%
Total Expenses	\$15,908,522	100%	\$13,949,117	100%



OTHER CHANGES IN NET ASSETS

Bad Debt Loss	(\$1,000,000)	
Change in Net Assets	(\$2,074,467)	(\$2,373,412)
Net assets - beginning of year	\$109,228,903	\$111,602,315
Net assets - end of year	\$107,154,436	\$109,228,903



