


FISCAL YEAR 2018

# 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.

CREDITS

MADISON SQUARE BOYS & GIRLS CLUB 2018 ANNUAL REPORT WRITER/EDITOR: Gabby Schiraldi; SPECIAL EVENT PHOTOS: Jemal Countess, Jennifer Gonzeles, New York Yankees; ADDITIONAL PHOTOS: Jennifer Gonzeles, Kianna K., Stanley J. King, David Rivera, & Christopher Vernale

# A MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CO-PRESIDENTS

Trying to sum up the efforts and accomplishments of a year is a daunting task. Attempting to recognize adequately each person who contributed to those efforts and accomplishments is an even harder one. Therefore, as you peruse this report, we invite you to focus your attention on just one thing: the smiles. More than anything, these smiles tell a story. The smiles are for friendship. The smiles are for achieving goals. The smiles are for being young and alive. These smiles are for you!

Since 1884, Madison Square Boys & Girls Club has provided a safe, stable, and supportive environment for youth in some of New York City's most under-resourced neighborhoods. We pride ourselves on being a home away from home for our members—a place where they feel comfortable, safe, and cared for. Our Clubhouses provide this feeling and we are constantly working towards ensuring it stays that way. FY2018 played an essential role in the story of one of our newest homes – our Pinkerton Clubhouse in Harlem, opening in 2019. This Clubhouse is Madison's largest and most advanced facility to date and will allow our organization to provide a home for hundreds of new children in Harlem.

Our existing Clubhouses, while undergoing exciting renovations to refresh and rejuvenate key program spaces, continued to implement and enhance our critical programs centered on our three priority outcome areas: Academic Success, Good Character and Citizenship, and Healthy Lifestyles. Our programs are guided by our vision to ensure that each member leaves the Club as a high-school graduate with short and long term goals for the future.

Recognizing the financial hardships of our families, Madison only charges \$5 a member per school year annually – and no child is turned away. Each one of the generous contributions made by the individuals, corporations, foundations and community partners listed in this report played an important role in making this possible.

In order to stay affordable and continue to offer even more enriching programs to the kids who need us most, we are excited to share that our Building Hope Campaign, continues to ensure Madison is able to serve New York City youth for years to come.

On behalf of our entire organization, we thank you, our Madison family, for being a part of our legacy of service. Madison's expansion and impact would not be possible without the incredible support of our partners and friends. Your dedication continues to help us grow and make an impact in the communities we serve. We are excited to see what's next and invite you to take part in the future chapters of Madison Square Boys & Girls Club's story.

Warmest Regards,



Tim McChristian



Barry Bregman



Richard Eaddy





# WHO WE ARE



Founded in  
**1884**

**Founding Member**  
of the Boys & Girls Clubs  
of America



**5,000+**  
youth served annually

Serve kids ages

**6-18**



**5 Clubhouses**

2 in the Bronx  
2 in Brooklyn  
1 in Harlem opening 2019

**BRONX**  
Columbus 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

**MANHATTAN**  
Pinkerton Clubhouse  
250 Bradhurst Avenue  
New York, NY 10039  
Opening 2019



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.



# OUR FORMULA FOR IMPACT



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 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.



Three Priority Outcome Areas:  
**Academic Success**  
**Good Character & Citizenship**  
**Healthy Lifestyles**

# ACADEMIC SUCCESS



## Explorers Academy

**95%** were promoted to the next grade level

**97%** met or exceeded school attendance averages

## Junior Academy

**98%** were promoted to the next grade level

**96%** met or exceeded school attendance averages





### 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 through 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 13-18)

- 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): Offers mentoring to support and track progress of PGP alumni in college

### Project Graduate and College Success Initiative

**98%** (grades 7 to 11) were promoted to the next grade level on time

**100%** of seniors graduated from high school

**96%** applied to institutions of higher education and ...

**100%** were accepted

**89%** of College Success participants are persisting in college

# GOOD CHARACTER & CITIZENSHIP



**840**

members participated in community-based service activities in 2018

**27**

members served as Youth of the Year Ambassadors





## 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

- 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 having life goals

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

- Instills 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, such as ethics, decision making, wellness, employment and careers, cooperation and conflict, diversity, relationships, and self-esteem

### SMART Girls

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

**92**

members were active in  
Keystone Club

**71**

members were active in  
Torch Club





# HEALTHY LIFESTYLES

**100%** of members participated  
in Triple Play

**100%** engaged in regular,  
moderate-to-physical activity

Madison connected more than **800** members  
and their families to health information and  
resources through annual health fairs



## OUR PROGRAM

- Promotes the development of a positive self-image
- Promotes the importance of leading a healthy and productive lifestyle
- Encourages positive decision making for physical, social, and emotional development
- Teaches sportsmanship, social, and interpersonal skills
- Educates 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

### Aquatics

- Offers water safety instruction, lifeguard training, and recreational aquatic activities for beginner, intermediate, and advanced swimmers

### 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



Approximately **80,000**  
hot meals and ...  
**40,000**  
healthy snacks were served

# SPECIAL EVENTS



The 2018 Youth of the Year Dinner was held on Wednesday, May 23rd at Pier Sixty 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. [v](#)

More than 100 friends of Madison joined together in the Party City Suites of Yankee Stadium to cheer on the New York Yankees as they took on the Los Angeles Angels under the stars on May 25th. [^](#)

Madison's annual Fore the Kids Golf Tournament was hosted at the historic Sleepy Hollow Country Club on August 6th, where more than 100 players enjoyed a day of golf followed by a dinner and auction to benefit our members. [v](#)



Our 2017 Christmas Tree Ball was a smashing success, hosting nearly 500 guests at Cipriani 42nd Street and raising more than \$1.3 million to support our youth development initiatives. [v](#)



On April 18, more than 250 guests gathered at the Upper East Side's Metropolitan Club for our annual spring luncheon Salute to Style. This year, we were thrilled to honor Helena Christensen, Ala von Auersperg, and Meredith Marks, with Alexia Badia of WWD serving as our Master of Ceremonies. [<](#)



# THE POWER OF PARTNERSHIPS



In order for our members to succeed, they must do well in school, serve their community, and adopt a healthy lifestyle. We thank our Corporate Partners for their ongoing support and continued belief in our members' unlimited potential.

## THANK YOU TO...

**Deloitte.**

Deloitte for their dedication to our signature special events each year, allowing us to provide direct services to 5,000 members each year. Deloitte also gives back each year through a dedicated volunteer service project. Employees have upgraded our Clubhouses through gardening, painting, and more.



Disney a dedicated supporter of our Triple Play program, which ensures members have knowledge of healthy habits, good nutrition, and physical fitness. Disney also offers members exclusive opportunities to special events while their employees volunteer at our Clubhouses throughout the year.



Empire BlueCross BlueShield supports our programs through support of various special events and our Triple Play programs. In addition, through sponsorship of our health fairs, Empire also helps provide much needed screenings and health services to our members, their families, and the community. Their remarkable support also extends to employee engagement throughout the year.



Since August 2014, the Garden of Dreams Foundation has committed to creating opportunities for our members. In conjunction with our Building Hope Campaign, the Garden of Dreams Foundation has played a critical role in renovating our existing Clubhouses as well as providing life-changing experiences for our members.

**HEARST**

Hearst Corporation for their committed partnership toward our signature special events each year. The ongoing generosity and in-kind support continues to allow us to deliver outcome-driven programs to our members at each of our Clubs.



The New York Yankees, for their 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 them for providing opportunities for our members to experience the magic of a live sporting event.



OppenheimerFunds for their unparalleled dedication to supporting our programs through volunteerism and sponsorship of special events. Oppenheimer has offered unique experiences for our members through visits to cultural institutions in NYC that augment the lessons learned at the Clubhouse. Employees have also spent time assisting members with homework, reading to them, and spending time in the gym.



The PwC Charitable Foundation for their leadership in supporting programs that enhance the academic success and leadership skills of our members. PwC's support of our signature events allow us to provide crucial resources that contribute to the success of our outcomes-based programs at each of our four Clubhouses.



# BUILDING HOPE: THE CAMPAIGN FOR OUR FUTURE

**For more than 134 years, Madison Square Boys & Girls Club has worked hard to provide the thousands of New York City youth who walk through our doors a safe, positive, and stable environment.**

The Building Hope Campaign continues to ensure that more of today and tomorrow's young people will know the joy of being a "Club kid." Through this \$90 million initiative, we are still seeing exciting improvements at our four existing sites in Brooklyn and the Bronx—three of which have been in service for over fifty years, and one for nearly a century. The establishment of a long-term Capital Improvements Fund supports necessary renovations to preserve all sites at the utmost quality for our kids and we are continuing to expand our endowment to underpin this unprecedented growth. We've been thrilled to unveil these incredible renovations with some highlights including brand new spaces at our Columbus Clubhouse thanks to PitCChIn Foundation, the Good Tidings Foundation, and the Garden of Dreams Foundation, which has also supported the addition of vibrant new music studios at all our Clubhouses.

In the summer of 2019, Madison will celebrate one of the Campaign's most anticipated milestones: we will open the doors of our fifth and largest Clubhouse on 155th Street and Bradhurst Avenue in one of New York City's most under-resourced neighborhoods. More than 350 youth will have daily access to our comprehensive after-school and summer programs and new community amenities. The Club will house modern educational spaces, a regulation basketball court, rooftop soccer field, teen center, digital arts & technology lab, performing arts spaces, as well as Madison's administrative headquarters. We look forward to sharing this milestone with our partners and furthering our commitment to New York City's youth.

For additional information on this, visit [www.madisonsquare.org/campaign](http://www.madisonsquare.org/campaign)

## BUILDING HOPE CAMPAIGN SUPPORTERS

**Madison extends its sincere gratitude to all 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.**

### Gifts of \$5,000,000 and above

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Bill McLaughlin  
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Erin and H. Nalbandian  
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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 Academic Success, Healthy Lifestyles, and Good Character & Citizenship. Madison Square Boys & Girls Club wishes to extend our appreciation to those individuals who committed to annual giving in Fiscal Year 2018.**

For additional information on this, visit [www.madisonsquare.org/madison-mentor-circle](http://www.madisonsquare.org/madison-mentor-circle)

#### Visionary (\$20,000+)

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Joan Colello  
Joseph Gantz and Paula Blumenfeld  
The Honorable Bruce S. Gelb and Mrs. Gelb\*  
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Andrew and Laura Todres  
Nicholas and Debra Tommasino  
Vanessa Touma  
Jeff and Lisa Volling  
Roy and Rebecca Weathers  
Veronica Young



**MADISON COUNCIL**

As next generation supporters, Madison Council members take part in various volunteer engagements along with professional, social networking and fundraising events. Each member acts as a Madison ambassador, and strives to raise awareness of the organization and its mission and to positively impact the lives of our members. Young professionals in their 20's and 30's are invited to join the Council and lend their time, talent, and energy to supporting Madison's mission to save and enhance the lives of New York City youth.

For additional information on this, visit [www.madisonsquare.org/madison-council](http://www.madisonsquare.org/madison-council)

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Allison M. Shure  
Axel Stawski  
Barbara Alden Taylor  
Laura and Gregg Wallace  
Roy and Rebecca Weathers  
Elizabeth and Jonathan Wood

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In honor of Gayle Bock-Roddy  
Barbara A. Taylor

In honor of Susie Boggess  
Daniel Motulsky  
Andrew Shore

In honor of Lucy Bueti  
Ian Gover

In honor of Rob Cassidy  
Greg Richards

In honor of Daniel T. Donnelly  
Saranne Rothberg

In honor of Johanna Dougherty  
Andrew Malk

In honor of Jesse Feldman  
Molly Flynn-Berman

In honor of Mindy Fortin  
The Ruth and Vernon Taylor Foundation

In honor of Pat & Linda Gallagher  
Rachel Kastrinsky

In honor of Bruce S. Gelb  
Robert M. Kaufman  
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In honor of Rosann Geltzeiler  
Naren Gursahaney





In honor of Myles Gillespie  
Marie Regina Idler

In honor of David Goldring  
Marcy Syms

In honor of Mira Gonopolskiy  
Melissa Swift

In honor of Kaitlin & Justin Hamilton  
Janet L. Hamilton

In honor of Poppy Harlow  
Philip Hordijk

In honor of Brian & Dawn Hoesterey  
Stephanie Falk  
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Leslie Heineman  
Schuyler and Amelie Kraus  
David Landes  
Margie Lewis  
Ellen Litt  
Cindy Musoff  
Jeffrey Nagel  
Anish Nanavaty

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Kironyo Kiarie

In honor of Claude & Clara McChristian  
Andrea McChristian

In honor of Steven Miyao  
Saswati Bora  
James Kirk  
Brendan Kolbay  
Matthew Schiffman  
Seth Searls  
Sudhir Sharma

In honor of Joe Patuleia  
Saranne Rothberg

In honor of Ron Porter  
Susie Robinson

In honor of DeAnnie & Adam L. Reeder  
Scott Carlson

In honor of Mauro and Linda Romita  
Scott M. Peeler

In honor of Nora Scott  
Sudhir Sharma

In honor of Stephanie Secara  
Diane Secara

In honor of Allison Shure  
Joshua and Allison Block  
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In honor of John H. Starr  
Pedro E. Wasmer

In honor of Barbara A. Taylor  
Gayle Bock-Roddy  
Christine Heyworth  
Alison Overseth

In honor of Nick Tommasino  
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In memory of Jacob Turnage  
Sharon Blevins

In memory of James P. Walsh  
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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

PNC Bank

# 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.madisonsquare.org/planned-giving](http://www.madisonsquare.org/planned-giving)

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Tim McChristian

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Steven Melton

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Jeffrey Dold

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Salina Muellich

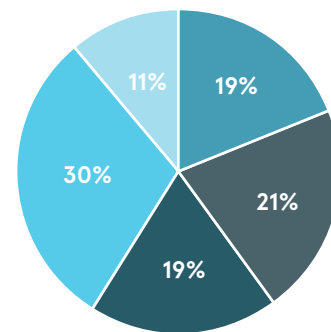
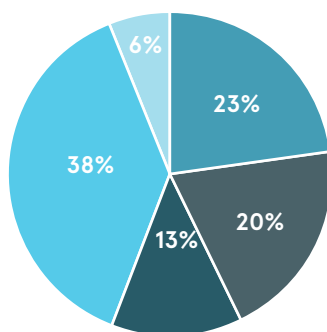
### Director, HR Business Partner

Kendra Wilson

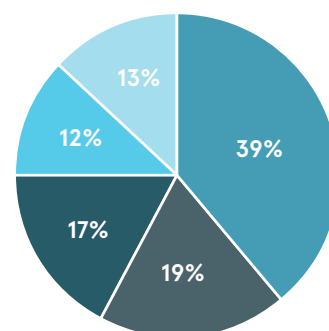
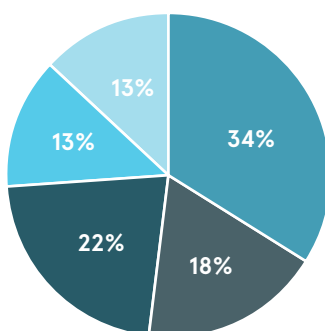
# FINANCIALS

October 1, 2017-September 30, 2018

REVENUE & SUPPORT	FY2018		FY2017	
Contributions	\$ 3,164,210	23%	\$2,301,739	19%
Special Events	2,669,253	20%	2,424,069	21%
Government Support	1,733,276	13%	2,241,441	19%
Investment Income	5,127,003	38%	3,585,287	30%
Other Revenue & Support	770,211	6%	1,352,819	11%
<b>Total Revenue and Support</b>	<b>13,463,953</b>	<b>100%</b>	<b>11,905,355</b>	<b>100%</b>



REVENUE & SUPPORT	FY2018		FY2017	
Academic Success	3,548,456	34%	3,855,089	39%
Good Character & Citizenship	1,869,940	18%	1,859,191	19%
Healthy Lifestyles	2,302,398	22%	1,671,776	17%
Management & General	1,357,986	13%	1,127,845	12%
Fundraising & Development	1,283,642	13%	1,260,728	13%
<b>Total Expenses</b>	<b>10,362,422</b>	<b>100%</b>	<b>9,774,629</b>	<b>100%</b>



## OTHER CHANGES IN NET ASSETS

Restricted Capital Campaign Contributions	1,775,651	5,621,408
Unrealized Gain (Loss) on Investments	632,125	1,229,254
<b>Change in Net Assets</b>	<b>5,509,307</b>	<b>8,981,388</b>
Net assets - beginning of year	106,093,008	97,111,620
Net assets - end of year	\$111,602,315	\$106,093,008



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