

## FY22 Report to Stakeholders

*“One of the Club staff, Ms. Tara, is one of the very few adults I’ve ever trusted. She treats every child the same, and respects everyone... Having her at the Clubhouse makes me feel much safer than being anywhere else...She protects me, cares for me, and helps me whenever I need it. [She is] truly a mother to everyone she watches over. Her treatment resurrected my ability to trust adults.”*

-Abou Fofana, Pinkerton Clubhouse



### OVERVIEW



For 138 years, Madison has been creating safe communities for youth in historically-marginalized neighborhoods throughout New York City. Nonetheless, despite our long history, the pandemic forced Madison to call into question everything we had known from our safety guidelines and program format to our special events and staffing model. In the recovery period, we have seen that with all the changes and updates, our strengths and our formula for impact continue to resonate: create an emotionally- and physically-safe environment, hire top youth-development professionals, foster a culture of achievement and belonging, and always make sure that programs are fun and/or rewarding. Over the past few years, our members have been challenged in unprecedented ways, and in their darkest times, when they had nowhere else to turn, they came to Madison.

As Abou Fofana, Madison’s 2022 Youth of the Year Ambassador from the Pinkerton Clubhouse, encapsulated in his quote above, the relationships members form with staff are the glue that makes everything else *stick*. Madison’s members, like all youth, need adult mentors, whom they can turn to for help, advice, and encouragement. Oftentimes, family members and teachers cannot serve this role. But, at the Club, these relationships come naturally. These bonds are often what make life bearable for young people who are struggling in their journeys to forge their own identities and process the turmoil in the world around them. These relationships are what make the Club environment a second home and the community, a family.

Recognizing Madison’s important legacy and the Club’s responsibility to youth in the post-pandemic era, Madison recently concluded a strategic-planning process led by the Deloitte Monitor Group. In order to build our roadmap for the future, we engaged the entire Madison community, including the leadership team, Board, staff, parents, caregivers, and most importantly, our members. This process helped Madison outline three key priorities: 1) **empower and equip youth to build their future** by elevating member voice; and cultivating their passions and interests and helping members develop a life-long habit of goal setting; 2) **invest in our staff** by equipping them with training and resources to succeed, building paths for advancement and prioritizing their well-being 3) and finally, **strengthen partnerships** with caregivers, referral organizations, schools, and other organizations that can fill in necessary gaps in Madison’s services.

We know that our work can only be done with the committed support of our partners. For walking hand-in-hand with us, we extend our warmest thanks to you and look forward to our continued work together. What follows is a short report outlining highlights from the programs and member outcomes from the 2021-2022 fiscal year that your generosity helped make possible.

Our staff are rewarded for their efforts. In a staff survey, staff members reported the following:

- 93% of staff reported that they enjoy working at the Club
- 93% of staff feel that other staff always want them to do their best
- 95% of staff said they feel respected by the youth at the Club
- 89% of staff feel that they belong at the Club

## PROBLEM

***“The Clubhouse took me from a shy, insecure boy to a young man that can not only express his emotions, but also manage them appropriately. The Club helped me build my character, shape who I am, and to stand up for myself.”*** Kaidien Samuel, Thomas S. Murphy Clubhouse

Madison envisions a world where all young people can reach their full potential, but too often youth from disenfranchised communities—as Madison’s members often are—confront roadblocks. This is all the more true in today’s world where global issues, such as the COVID-19 pandemic, the war in Ukraine, and the climate crisis and heightened national challenges, including gun violence, racial injustice, and soaring inflation are compounding the already deeply ingrained hardships of poverty and its repercussions. The high rate of absenteeism from New York City public schools this year—40%—is indicative of the state of our youth, who are suffering from anxiety and depression as well as a general mistrust of public institutions.

Madison’s youth are creative, intelligent, compassionate, and brave. And yet, they are confronting hurdles that would challenge even the strongest of adults. Our members are primarily from under-represented groups that are routinely subjected to microaggressions and discrimination: 66% are Black and African American, 24% are Hispanic or Latino, and 10% are two or more races or other races. In addition, 64% of members are from single-parent households and 99% of all members qualify for free or reduced-price lunch. Many members are first-generation Americans and potential first-generation college students. The COVID-19 pandemic disproportionately affected Madison’s Clubhouse communities and our youth are bearing the psychological and financial impacts. Equally significant, our members struggled with remote learning and lost critical school time. With average test scores of Black students at roughly two grade levels lower than those of white students in the same district and Hispanic students at one and a half grade levels, experts have predicted that these groups will fall even further behind.

In a time when the world feels so fractured and the news so fretful, members need reasons to be optimistic and hopeful for the future. They need opportunities to help them overcome the learning deficits from the pandemic as well as build their toolkits so that they are positioned for success, and afterschool programs play a critical role. And, perhaps most important, they need mentors to help them process the trauma and build their resolve, as well as provide guidance, so that they can understand and express their emotions in a constructive way. Madison Square Boys & Girls Club exists to fill in these gaps and provide these much-needed services.



## MADISON SQUARE BOYS & GIRLS CLUB SOLUTION



*“I grew up in the Clubhouse and the staff became family to me. Having someone to talk to you at the end of the day before going home or even sharing a laugh made my day even better.”*

-Isaac Zambrano, Joel E. Smilow Clubhouse

Madison’s vision is that every member leaves the Club academically ready, a leader, fit and healthy, a high school graduate with short- and long-term goals for future success. Our programs—clustered around three priority areas: Academic Success, Good Character and Citizenship, and Healthy Lifestyles—are our strategy to achieve our vision, and each program is developed and delivered with intention. At the core of our work, Madison believes that education is critical to breaking the cycle of poverty, and we ensure that our youth are afforded every opportunity to have high-quality, outcomes-driven programming—whether sports, the arts, or games—that supports their academic growth and sets them on a positive path in school. To maximize our impact, we focus on three key organizational objectives:

1. **Building Youth Capacity:** providing enriching experiences that develop essential socio-emotional skills. We ensure that our programming is culturally responsive, inclusive, and adaptable to meet youth where they are.
2. **Building Staff Capacity:** equipping staff with the tools, resources, and professional development they need to feel empowered and energized to give their all to our members. We aim to build staff capacity to facilitate meaningful learning experiences throughout the Club day.
3. **Building Club Capacity:** developing a culture that loves learning and promotes interest in exploring postsecondary opportunities. We focus efforts on creating an environment that naturally fosters skill building, creativity, curiosity, and imagination.

As self-reported by members in the National Youth Outcomes Initiative Survey<sup>1</sup> last year:

- 93% of members report feeling safe from harm at the Club
- 95% of members said the adults at the Club listen and understand what they have to say
- 72% of members agreed that "kids at this Club encourage me when I try my best"
- 97% of members reported "I enjoy coming to this Club"
- 90% of members said "I get to explore new things at this Club"
- 95% of members reported that "the adults at this Club believe that I will be a success"

Madison has stayed true to this vision and continued to invest in all the areas outlined above despite the challenges of the times. Isaac underscored the importance of youth simply having someone to talk to at the end of the day all the more so during the isolation brought about by COVID-19.

## Program Objective - Academic Success

Madison offers a full educational continuum to ignite a love of learning among our youngest members and keep them engaged in middle school so that they are committed to graduating high school and view college as both a viable and compelling option.

Specific components of the education continuum include:

- **The Explorers Academy** (ages 6 to 9) is a structured framework of educational and recreational activities that enrich classroom learning and build foundational literacy and math skills.
- **The Juniors Academy** (ages 10 to 12) combines additional academic support, one-on-one mentoring, and engaging STEM activities to ease the transition to middle school and demystify STEM principles.
- **Project Graduate** (ages 13 to 18) is a comprehensive, college-readiness program, offering teens guidance and specific skill-building opportunities to help them meet high school graduation requirements and successfully navigate the college application process.
- **College Success Initiative (CSI)** (ages 18 to 24) serves as an extension of Project Graduate to support Madison alumni in their transition to college. Participants receive one-on-one mentoring to help them navigate challenges in the areas of completing financial-aid applications, getting academic support, networking, and finding part-time jobs.
- **Workforce Development** (ages 14 to 24) offers teens and young adults opportunities to explore different career trajectories, develop the skills and tools they need to be competitive in the workplace, and gain real-world experience through internships and work-based learning experiences.

### Key Outcomes:

- 150 Explorers and 132 Juniors participated in programming 3 or more times per week.
- 92% of Explorers and 89% of Juniors were promoted to the next grade level on time.
- 62% of Explorers and 62% Juniors met or exceeded grade-level standards in Reading.
- 66% of Explorers and 59% of Juniors met or exceeded grade-level standards in Math.
- 95% of Explorers and 91% of Juniors met or exceeded school attendance averages.
- 251 Explorers and 317 Juniors participated in Madison's summer learning program

### Teens

- 224 members participated 3 or more times per week
- 624 teens and young adults were placed in work-based learning experiences or internships over the summer.

### College Success Initiative

- 75 members participated in the College Success Initiative and 100% persisted and were on track to graduate within 6 years

As self-reported by members in the National Youth Outcomes Initiative Survey last year:

- 93% of members expect to graduate high school.
- 83% of members report making mostly A's & B's
- 81% of teens expect to complete post-secondary education
- 78% of 10th to 12th graders reported earning Mostly A's +B's

Eleventh and twelfth graders only:

- 92% said "I know what education or training I will need for the career I want."
- 82% of seniors applied for post-secondary education
- 70% of seniors applied to a 4-year college or university
- 69% participated in career-exploration programs at the Club



Madison's Character and Leadership Development programs offer youth community service and educational opportunities to inspire strong character development, instill in youth a sense of personal and communal responsibility, foster tolerance and respect for others, and help members build effective strategies for responding to conflict. **Positive Action** is a program for Explorers that develops and reinforces altruistic behavior

through fun interactive lessons. For our middle-school and teen members, staff work with members to identify social issues, brainstorm ways youth can make a difference, and plan service events.

Madison’s *Youth of the Year* program is a competitive leadership program for high-school juniors and seniors who demonstrate academic excellence, community involvement, and personal contribution to the Clubhouse. Our gender-specific initiatives—*SMART Girls* and *Passport to Manhood*—are designed to empower middle-school and teen participants to make smart decisions when confronted with peer pressure and negative influences. During the pandemic, Madison instituted a new initiative called *Listening Circles*, whereby teens can come together in open fora focused on certain topics, such as racial justice, bullying, and impacts of the pandemic, etc.

**Key Outcomes:**

- Explorers participated in **130** Positive Action sessions and **105** members participated in at least 50 sessions.
- **72** Junior girls and **72** Junior boys participated in SMART Girls and Passport to Manhood, respectively, and 85% of participants attended at least 75% of curriculum sessions.
- **80** teen girls and **80** teen boys participated in SMART Girls and Passport to Manhood, respectively, and 85% of participants attended at least 75% of curriculum sessions.
- **6** members served as ambassadors in the Youth of the Year Program and 100% of them participated in a service project to benefit the club and community.
- **250** teens participated in Listening Circles.

This year, members, members reported the following on the National Youth Outcomes Initiatives Survey:

- 91% of members said that they want to help when they see someone having a problem.
- 91% said that they feel like they can stand up for what they think is right, even if their friends disagree.
- 82% reported that they believe they can make a difference in their community.

**Program Objective: Healthy Lifestyles**



Madison’s Healthy Lifestyles programming promotes physical fitness and good nutrition and builds critical social and emotional skills.

Developed by Boys & Girls Clubs of America, *Triple Play* is a program with three components—nutrition, sports and fitness, and social recreation—and is offered year-round at the Clubs serving all members. As part of Triple Play,

Madison offers daily fitness challenges as well as a full sports program that includes football, basketball, hockey, soccer, and swimming at two of our sites. In addition, youth of all ages also engage in programming around healthy eating, including cooking classes and planting projects to grow vegetable gardens. *SMART Moves* is a curriculum utilized during the summer, which is focused on building attitudes and skills that support healthy decision-making. Finally, Madison also offers evidence-based programs to middle and high school-aged youth focused on substance abuse prevention and leadership, including the *Youth Empowerment Program*.

Members reported the following accomplishments in the National Youth Outcomes Initiative Survey:

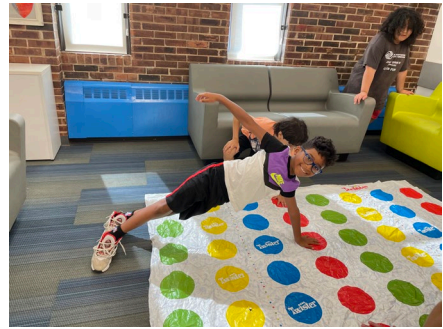
- 82% of members reported being physically active for at least 60 min 3 days/week
- 64% of members ate 3+ fruits & vegetables per day
- 89% of teens abstained from lifetime cigarette use and 86% from lifetime alcohol use

## Key Outcomes:

- **401** members, ages 6-9 participated; **365** members, ages 10-12; **375** members, ages 13-18
- 65% of members participated in regular, moderate-to-vigorous physical activity (3 times per week)
- **83** members participated in the Youth Empowerment Program, of which 93% increased their knowledge of risks associated with drug and alcohol use, 88% participated in at least two Positive Alternative activities, demonstrating healthy lifestyles and positive decision-making, and 100% completed a community service project.
- **230** members participated in SMART Moves over the summer

## Social Recreation and the Arts

Madison provides members with access to a variety of activities designed to explore their creativity, expose them to new cultural experiences, and build social and interpersonal skills. These activities include dance, digital arts, visual arts, drama, fashion, table and board games, movie nights, and other recreational pursuits. In addition, all Madison Clubs are outfitted with state-of-the-art music studios, where members can engage in all facets of music production from writing music and playing instruments to recording songs and doing sound engineering.



## Additional Highlight: Food Distribution

Recognizing the persistent food hardship in our communities, Madison continued to pursue opportunities to distribute food to our families in fiscal year 2022. Thanks to the generous support of institutional and individual supporters, Madison ran 74 food pantry events during the year, serving 775 families, and distributing a total of 158,065 pounds of food across Madison's Clubhouse communities. In addition, during the pandemic, we entered into a partnership with City Harvest, whereby two Saturdays a month, City Harvest distributes fresh produce to families at our Thomas S. Murphy Clubhouse in Brooklyn and our John E. Grimm, III Clubhouse in the Bronx. We also continue to host the community refrigerator outside of our Pinkerton Clubhouse in Harlem, where neighborhood residents can help themselves to free produce and other goods donated by local food establishments. Last, Madison is currently working with the Food Bank of New York to explore how we can create a customized shopping experience for our highest-need families to ensure that they can get the groceries they need in a dignified way.

## Thank You for Your Support!

As we continue on the path to recovery, we are grateful for having been able to return to some level of normalcy in the past year. In addition, we are thrilled to have undergone our strategic planning exercise and feel both poised to fulfill and energized by our goals and strategy to build Madison 2.0. Once again, we are grateful to you, our community of supporters. Together, we will ensure that our members have the resources, mentorship, and opportunity to thrive and live meaningful and productive lives.

