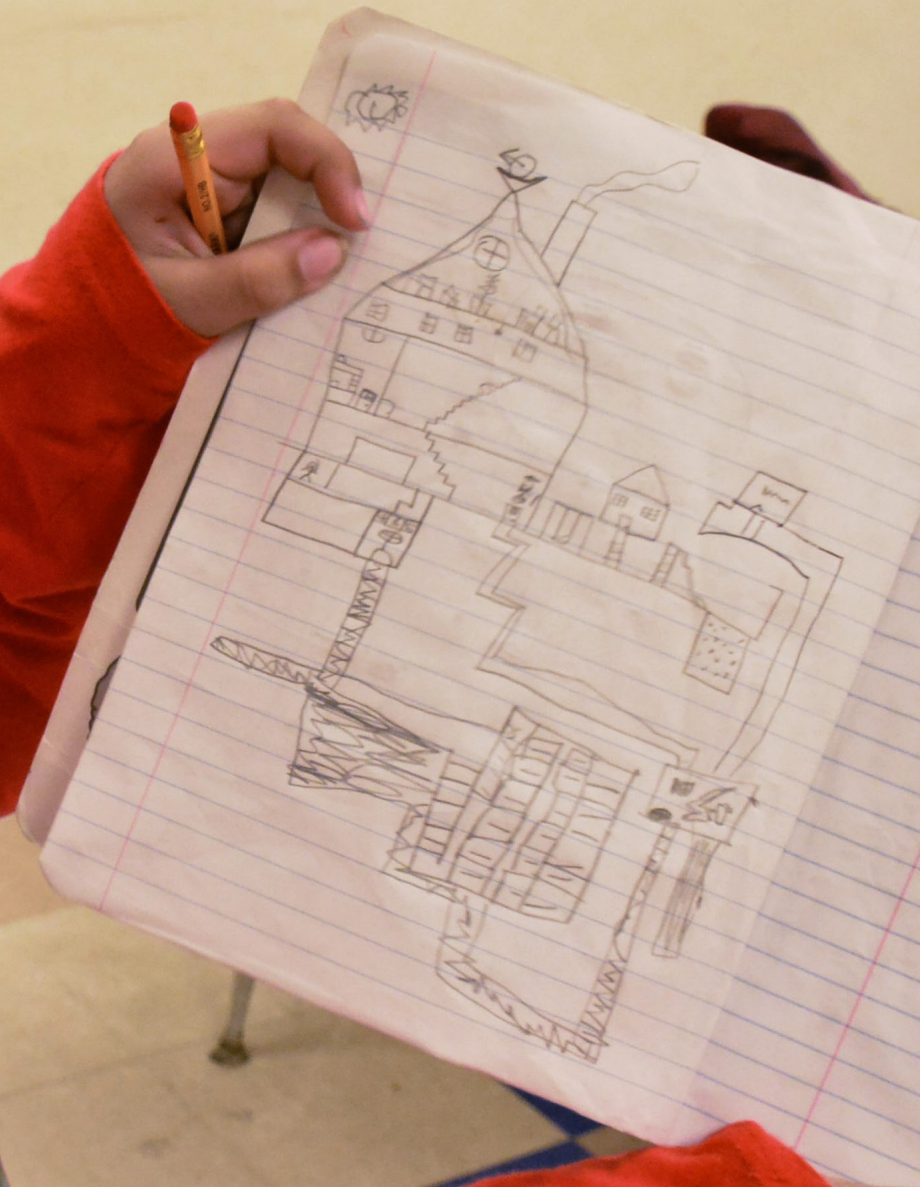




MADISON SQUARE  
BOYS & GIRLS CLUB

FISCAL YEAR 2017

# ANNUAL REPORT







**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.**

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

For over 133 years, 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. Our Clubhouses provide our members the opportunity to build trusting relationships with adults and peers, receive academic guidance and emotional support, and most importantly, dream big.

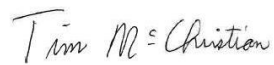
The year 2017 was a momentous year for Madison, filled with growth and transition. As we gear up for the opening of our new Clubhouse in Harlem and the next chapter as an organization, it's important to reflect on what we've accomplished and how we will continue to optimize our programs to provide the best experience for the youth we serve every year. In the past year, we continued to see impressive success from our members. How successful were they, you ask?

### During the 2016-2017 academic year:

- **96% of seniors in our Project Graduate Program graduated from high school and applied to institutions of higher education; 90% were accepted**
- **86% of Explorers Academy (Ages 6-9) and 75% of Juniors Academy (Ages 10-12) members met or exceeded school attendance averages**
- **440 members participated in community-based service activities**
- **Approximately 80,000 hot meals and 40,000 healthy snacks were served**

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 thank you, our Madison family, for being a part of our legacy of service. Because of you, we will be here to save and enhance the lives of New York City youth for years to come.

Warmest Regards,



Tim McChristian  
EXECUTIVE DIRECTOR



Barry Bregman  
BOARD CO-PRESIDENT



Richard Eaddy  
BOARD CO-PRESIDENT



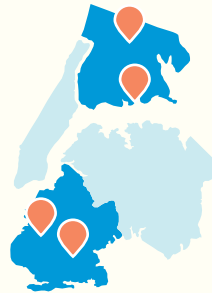
## WHO WE ARE



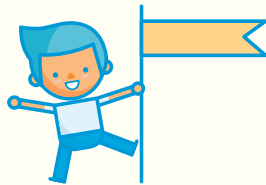
Founded in 1884

5,000

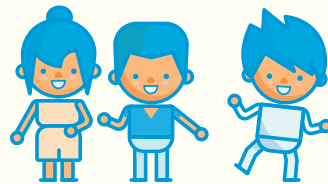
youth served annually



4 sites:  
2 in Brooklyn and 2 in the Bronx



Founding member of Boys & Girls  
Clubs of America

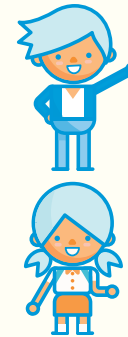


Ages served: 6-18



Hours: Monday – Friday 3pm – 9pm during  
school year and summer between 8am – 6pm

## OUR MEMBERS

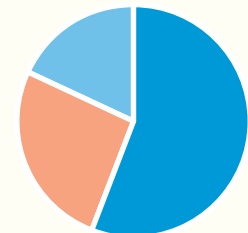
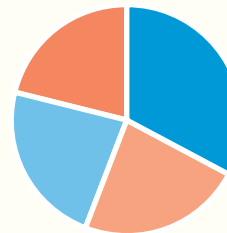


Males 62%

Females 38%

Explorers (Ages 6-9) 33%  
Juniors (Ages 10-12) 23%  
Intermediate (Ages 13-15) 23%  
Teens (Ages 16-18) 21%

Black/African American 56%  
Hispanic/Latino 26%  
White, Asian, Other or Identify  
as more than one race 18%





WHAT WE DO

WHO WE SERVE

FORMULA FOR IMPACT

NEIGHBORHOOD STATS

YOUNG PEOPLE WHO NEED US MOST

+

OUTCOME-DRIVEN CLUB EXPERIENCE

=

PRIORITY OUTCOMES

Safe, Stable, Positive Place

Academic Success  
Graduate from high school ready for college, trade school, military, or employment

In the Brooklyn neighborhoods we serve, **31%** of children under age 18 are living below the federal poverty line

In the Bronx neighborhoods we serve, **35%** of children under age 18 are living below the federal poverty line

**59%** of our members live in single parent households

Fun Activities

Good Character & Citizenship

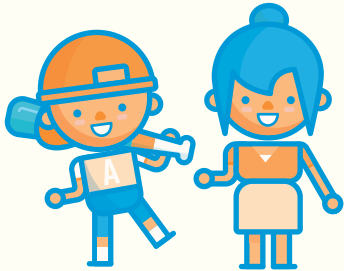
Be an engaged citizen involved in the community, register to vote, and model strong character

Supportive Relationships

Abundant Opportunities

Recognition & Positive Reinforcement

Healthy Lifestyles  
Practice a healthy lifestyle, adopt a balanced diet, and make a lifelong commitment to fitness





BY THE NUMBERS



EXPLORERS ACADEMY

95% were promoted to the next grade level

86% met or exceeded school attendance averages



JUNIORS ACADEMY

86% were promoted to the next grade level on time

75% met or exceeded school attendance averages



PROJECT GRADUATE & COLLEGE SUCCESS INITIATIVE

99% (grades 7–11) were promoted to the next grade level on time

96% of seniors graduated from high school

96% of seniors applied to institutions of higher education; 90% were accepted

88% of College Success participants are persisting in college

# ACADEMIC SUCCESS

## 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 setting to bolster members’ academic skills and engagement
- Utilizes 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 (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): Monitors the progress of graduating seniors through mentoring to support and track progress of PGP alumni in college





**"The Club helps us both develop our skills while making sure we stay true to who we are and what we like to do."**

**- Emily, 10 & Gabby, 8**

"My name is Emily and this is my sister Gabby and we LOVE to come to the Clubhouse! It's great that I get to spend my days at Madison, especially with my sister. We are so close but very different. The Club helps us both develop our skills while making sure we stay true to who we are and what we like to do. My favorite subject in school is math. I also love to do science experiments and learn about the way our world works. Gabby loves writing! The staff knows that we have different gifts, but because we are Explorers, we get the chance to learn about different subjects to make sure we're doing our best in school.

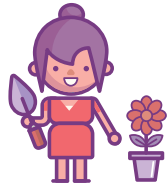
Sometimes life is challenging. Both of our parents are deaf, so Gabby and I have had to learn sign language to communicate with them. Our mom is

Puerto Rican and our dad is German, so we've had to learn Spanish and German too. It's not always easy, but the Club has always encouraged us and turned sign language into a passion. Gabby and I even talk about being interpreters when we grow up!

I've always been outgoing but Gabby wasn't always that way. When we first came to the Club, she was shy and I felt like I had to really look out for her. After 2 years at the Club, Gabby is confident and is often the most energetic girl in the room! I'm lucky I get to grow up at the Clubhouse with my sister. Madison Square Boys & Girls Club is helping us become the best versions of ourselves!"



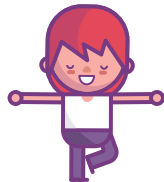
BY THE NUMBERS



**440** members participated in community-based service activities



**73** members were active in Torch Club



**65** members were active in Keystone Club



**15** members served as Youth of the Year Ambassadors

# GOOD CHARACTER & CITIZENSHIP

## OUR PROGRAM:

- Promotes the development of a positive self-image and strong character
- 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

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

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

*"The Clubhouse is still one of my favorite places! While attending school, I work at the Club part-time so that I can continue to give back to my community."*

*- Anastasia, 19*





“My name is Anastasia and Madison Square Boys & Girls Club is continuing to shape my future. I joined the Club when I was 15. I was struggling in school and trying to stay eligible to play basketball, which is my favorite sport. The staff at the Club believed in me, got me on the right track, and made sure I was set up for success. In 2016, I was the Youth of the Year ambassador for the Thomas S. Murphy Clubhouse. The Youth of the

Year program gave me the opportunity to become a leader at the Clubhouse and in my community. Throughout my time at the Club, I discovered my passion for helping others. Through the Project Graduate Program, I was able to visit different colleges and find a place where I could learn and grow. I’m currently attending St. Francis College and hope to become a radiologist. The Clubhouse is still one of my favorite places!

While attending school, I work at the Club part-time so that I can continue to give back to my community. Madison Square Boys & Girls Club changed my life and helped me to realize my dreams. The Club encouraged me to be spontaneous, confident, a leader, and shaped me into the young lady that I am today.”



BY THE NUMBERS



**1,200** members participated in Triple Play activities



**100%** of members 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



**85%** of Youth Empowerment participants increased their knowledge of health, nutrition, and fitness



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

# HEALTHY LIFESTYLES

## OUR PROGRAM:

- 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 Healthy Habits curriculum
- 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

### 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



*"The staff is always helping us become our best selves. We have the freedom to play sports and learn, which is helping me discover new opportunities, both in and out of the pool."*

*- Jordan, 9*



"I'm Jordan and I'm a proud Club kid from the Thomas S. Murphy Clubhouse! Over the summer, the pool at the Clubhouse was renovated and reopened and I was so excited. Swimming is my favorite thing to do and ever since I joined the Club 3 years ago, it's been my favorite part of every day. The staff is always helping us become our best selves. We have the freedom to play sports and learn, which is helping me discover new opportunities, both in and out of the pool.

One of the most important things we've learned is about having a bal-

anced diet and that we should have 60 minutes of physical activity every day. We learn about healthy snacks and making sure our meals include protein, starch, dairy and vegetables. It's helped me rethink how I live and eat every day.

When I grow up, I know I want to do something related to physical activity; maybe even become a swim instructor! The Club has made me more confident. I'm even making more friends and doing better in school. Coming to the Club after-school is the best decision I've ever made!"



# SPECIAL EVENTS

The 50th Annual **Christmas Tree Ball** was celebrated at Cipriani 42nd Street, where guests were treated to a performance by the Columbus Clubhouse dancers. The event raised over \$1.7M.

Our 5th Annual **Youth of the Year Dinner** honored Fred Argir and John Meadow. Together, they helped raise over \$930,000 in support of Madison's mission.

We celebrated our **Salute to Style** luncheon where 300 of New York's most fashionable residents gathered at the Metropolitan Club for an afternoon of festivities. Alex Badia of Women's Wear Daily served as Master of Ceremonies and the event raised over \$170,000.



# CORPORATE PARTNERS

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As a strong supporter of signature special events, the Youth of the Year Dinner and the Christmas Tree Ball, Bahwan CyberTek continues to be instrumental in the organization's overall success. Their support extends to our Clubhouses by allowing us to enhance life-saving programming to our members.



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



Disney continues to be a dedicated sponsor through their support of our Triple Play program, which ensures members have knowledge of healthy habits, good nutrition and physical fitness. Disney also offers members amazing experiences like movie screenings and field trips to cultural institutions. Disney employees volunteer support throughout the year.



Hearst Corporation is a committed partner of our academic programs and signature special events each year. Hearst furthers our educational initiatives by hosting interns during the summer, allowing members to experience first-hand knowledge on media production, editorial, and administrative tasks. The ongoing generosity and in-kind support continues to allow us to deliver award-winning programs to our members at each of our Clubs.



**OppenheimerFunds®**  
The Right Way  
to Invest

OppenheimerFunds has exhibited unparalleled dedication to supporting our programs through volunteerism and sponsorship of special events. Oppenheimer has offered unique experiences for our members by arranging visits to cultural institutions in NYC that augment the lessons learned at the Clubhouse. Employees have also spent time at the Clubs.



Through their support of our Project Graduate program, Yahoo! empowers our teen members as they navigate the college application process and work toward graduating high school. Yahoo! employees also donate their time throughout the year through various volunteer events at our Clubhouses.



For many years, the New York Yankees have been outstanding supporters of Madison's Bronx Clubhouses. The Yankees have shown an incredible commitment to Madison and the Bronx communities we serve through programs that encourage healthy lifestyles, educational enrichment, and more. Their tremendous hospitality also continues to allow members to experience the joy of attending a baseball game.



# BUILDING HOPE

## THE CAMPAIGN FOR OUR FUTURE

There are five words you will hear with pride: “I am a Club kid.” Madison’s Clubhouses are at the heart of what we do, and have been for over 133 years. They become second homes and communities where opportunities are abundant and expectations are high. We work hard to ensure that the thousands of New York City youth who walk through our doors are forever changed.

The Building Hope Campaign has launched Madison’s next chapter, in which more of today and tomorrow’s young people will know the joy of being a “Club kid.” Through this \$90 million initiative, we are blazing a path forward into Harlem to build and open a new Club. 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—will also benefit. The establishment of a long-term Capital Improvements Fund will support necessary renovations to preserve all sites at the utmost quality for our kids. Lastly, we are expanding our endowment to underpin this unprecedented growth.

In the fall of 2018, 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. Over 400 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 art and technology lab, performing arts spaces, as well as Madison’s administrative headquarters. We look forward to sharing this milestone with our partners, welcoming the Harlem community, and furthering our commitment to New York City’s youth.





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.

#### **Gifts of \$5,000,000 and Above**

Joan Colello  
Eileen\* and George\* J. Gillespie III  
Thomas S. Murphy, Sr.  
The Pinkerton Foundation

#### **Gifts of \$2,500,000 and Above**

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#### **Gifts of \$1,000,000 and Above**

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#### **Gifts of \$500,000 and Above**

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Nathan and Carole Sleeper  
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#### **Gifts of \$100,000 and Above**

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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 2017 (October 1, 2016 – September 30, 2017).

## INDIVIDUAL GIVING

### Gifts of \$100,000 and Above

Mr. Victor F. Ganzi  
Myles and Kim Gillespie

### Gifts of \$50,000 and Above

The Honorable Bruce S. Gelb  
and Mrs. Gelb\*  
Michael and Rosann Geltzeiler  
Brian and Dawn Hoesterey  
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### Gifts of \$25,000 and Above

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 Nancy Slater  
 Michael and Donna Correale

## **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  
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 Office of Juvenile Justice and Delinquency  
 Prevention, U.S. Department of Justice  
 The State of New York, Department of  
 Health, Child and Adult Care Food  
 Program  
 New York State Office of Alcoholism and  
 Substance Abuse Services

## **WE ARE ALSO GRATEFUL TO OUR NEW MARKETS TAX CREDIT FINANCING PARTNERS:**

---

Empowerment Reinvestment Fund  
 Nonprofit Finance Fund  
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 Corporation  
 PNC Bank



## 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 2017.

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

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Roy and Rebecca Weathers  
Veronica Young

## MADISON COUNCIL

As next generation supporters, Madison Council members take part in various volunteer engagements along with professional and 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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## 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), or contact Salina Muellich at 212.760.0322



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OCTOBER 1, 2016 – SEPTEMBER 30, 2017

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## MADISON MEMORIAM: GEORGE J. GILLESPIE III

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Madison Square Boys & Girls Club has lost a remarkable friend and Board of Trustees member George J. Gillespie III. As one of three generations of the Gillespie Family to serve as Trustees of the organization, his exceptional service, boundless leadership, and unwavering support for over half of a century has created hope and opportunity for thousands of New York City youth.

One of George's most significant contributions to Madison has been his role in our current Building Hope Campaign, which has become one of the most successful capital campaigns in the history of Boys & Girls Clubs. His most important impact and focus was always on the boys and girls that Madison now serves, and the many more to come. Their lives will forever be improved by George's dedication to Madison Square Boys & Girls Club.

We are inspired by memories of our longtime friend, a person of great character and vision, and admire all that he accomplished through an unflinching belief in the promise of young people. Our deepest sympathies go to his family and friends. We mourn him, and we celebrate his life.

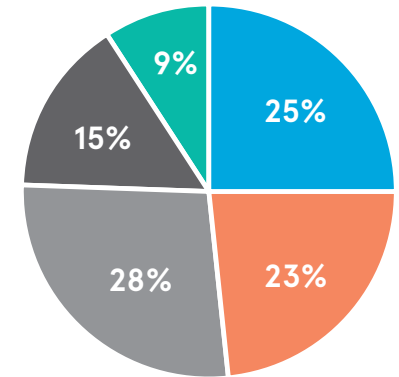
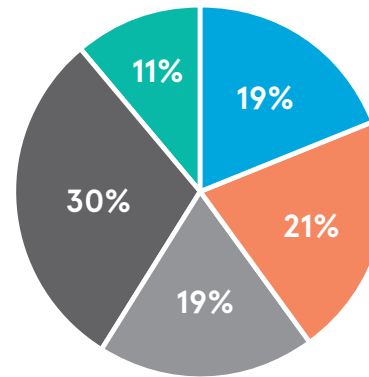


# FINANCIAL SUMMARY

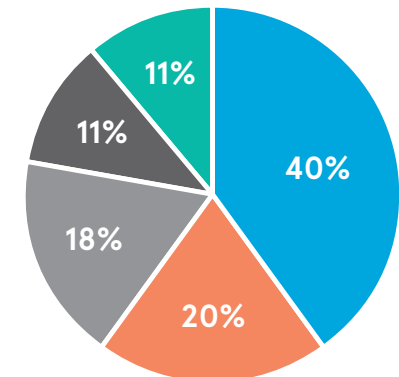
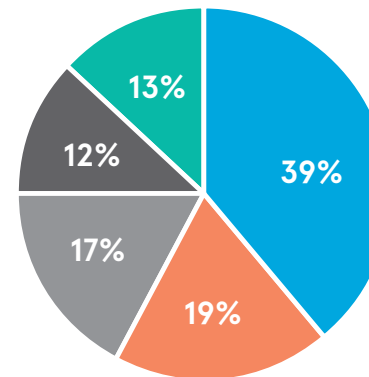
FY2017

FY2016

REVENUE & OTHER SUPPORT	FY2017	FY2016
Contributions	2,301,739	2,522,710
Special Events NET OF DIRECT COSTS	2,424,069	2,260,644
Government Support	2,241,441	2,726,060
Investment Income	3,585,287	1,493,879
Other Revenue and Support	1,352,819	912,945
<b>Total Revenue and Support</b>	<b>11,905,355</b>	<b>9,916,238</b>



EXPENSES	FY2017	FY2016
Education & Guidance	3,855,089	3,566,024
Social Recreation	1,859,191	1,776,123
Healthy Lifestyles	1,671,776	1,616,418
Management & Operations	1,127,845	962,900
Fundraising & Development	1,260,728	956,613
<b>Total Expenses</b>	<b>9,774,629</b>	<b>8,878,078</b>



OTHER CHANGES IN NET ASSETS	FY2017	FY2016
Restricted Capital Campaign Contributions	5,621,408	5,195,279
Unrealized Gain (Loss) on Investments	1,229,254	(3,083,680)
<b>Change in net assets</b>	<b>8,981,388</b>	<b>3,149,759</b>
Net assets – beginning of year	91,011,620	87,861,861
Net assets – end of year	99,993,008	91,011,620

## BRONX

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**COLUMBUS CLUBHOUSE**  
543 EAST 189TH STREET  
BRONX, NY 10458

**JOEL E. SMILOW CLUBHOUSE**  
1665 HOE AVENUE  
BRONX, NY 10460

## BROOKLYN

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**THOMAS S. MURPHY CLUBHOUSE**  
2245 BEDFORD AVENUE  
BROOKLYN, NY 11226

**NAVY YARD CLUBHOUSE**  
240 NASSAU STREET  
BROOKLYN, NY 11201

Coming Soon!

## MANHATTAN

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**PINKERTON CLUBHOUSE**  
250 BRADHURST AVENUE  
NEW YORK, NY 10039

### CREDITS

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