



2012
ANNUAL
REPORT



OUR MISSION

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 PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friends,

We believe that a child's journey towards success begins with that first step into one of our Clubhouses. That first step towards award-winning programs, highly-trained professionals, and ever-present support is the first step towards a great future. Our "Clubhouse Experience" is second to none in our unique holistic approach to youth development. When children enter our Clubhouses, they enter a world where the focus is on Academic Success, Good Character and Citizenship, and the adoption of Healthy Lifestyles; a world that is safe, positive, and fun.

Our members live in some of the toughest and most disadvantaged neighborhoods in New York City — places where the crime rate is high, jobs are scarce, and drugs, violence, and gangs are on every corner. These are neighborhoods where the pull of the streets is so strong, that the will to succeed is low.

But because of Madison, the morale is high, role models are plentiful, and the message our young members hear every day is clear: Your past does not define your future; you define your future. Your past does not define who you will be; you define who you will be.

These next pages are filled with inspiring statistics and stories of members who, with the help of the Clubhouse, are discovering who they want to be when they walk out our doors. We thank you for your ongoing support in helping to make 2012 one of the best years yet for the more than 5,000 at-risk youth who call Madison their "home away from home."

Sincerely,

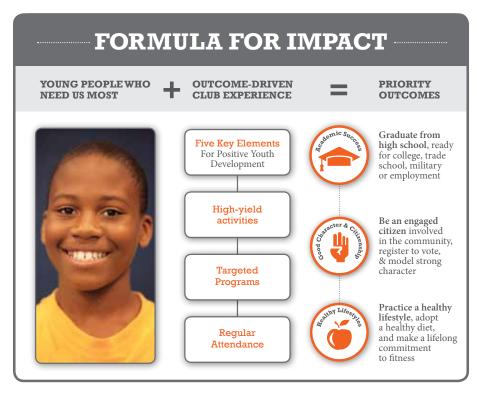
Michael S. Geltzeiler President, Board of Trustees



Joseph Patuleia Executive Director



OUR APPROACH TO YOUTH DEVELOPMENT



OUR APPROACH: FIVE KEY ELEMENTS

WE BELIEVE THAT THE GREATEST IMPACT ON A CHILD'S LIFE COMES FROM JUST THE RIGHT MIXTURE OF THE FOLLOWING FIVE KEY ELEMENTS FOR POSITIVE YOUTH DEVELOPMENT:

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

We provided 1,588 hours

of positive youth development programming in 2012

BY THE NUMBERS

145,622 square feet of a safe and positive

Serve kids ages 6-18

31% ages 6-9 27% ages 10-12 27% ages 13-15

15% ages 16-18

CLUBHOUSE

Founded in 1884

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



71% African Other American

181 Youth Development **PROFESSIONALS**

Our Bronx Clubhouses,

the Columbus Clubhouse

and the Joel E. Smilow Clubhouse,

serve kids living in the poorest

congressional district in the US:

• per capita income is \$11,737

• 40.6% live under the poverty line

• 27.7% have earned a high school degree or the equivalent

THE NEIGHBORHOODS WE SERVE



Navy Yard Clubhouse in Brooklyn:

- per capita income is \$20,537
- - 30.9% of residents have earned a high school degree or the equivalent

CLINTON HILL SCHOOL-P.S. 20 NAVYYARD THE WEEKSVILLE CLUBHOUSE SCHOOL-P.S. 243 THOMAS S. JACKIE ROBINSON MURPHY SCHOOL-P.S. 375

ADMINISTRATIVE OFFICES

Club house in Brooklyn: • per capita income is \$26,174

- the poverty line

Thomas S. Murphy

• 25.7% of residents have earned a high school degree or the equivalent

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

ACADEMIC SUCCESS

Members
demonstrate their focus
on their education and
academic advancement,
shown here on College Trips,
in Explorer's Academy, and
with Homework Help.



94% of Madison Members aged 6-12 were **promoted** to the next grade level on-time and 90% exceeded

and 90% exceeded school attendance averages.

Every 26 seconds, a child drops out of high school.

94% of high school seniors in Madison's Project Graduate Program graduated high school.

BY THE NUMBERS



College graduates on average **earn \$1 million more** than students with a high school degree. Madison provides programming and support to not only empower our members to graduate from high school but to also navigate the college application process.



ACCORDING TO THE NATIONAL OUTCOME DATA SURVEY:

99% of our Madison teenagers have an expected high school completion



89% of our Madison teenagers expect to attend college

HIGHLIGHTS

Eighty of our high-school-aged members took part in the annual College Fair at the Columbus Clubhouse where they met the deans of admissions from some of the top colleges and universities in the nation. They also had the chance to speak with local alumni from these schools, gaining valuable insight and encouragement from individuals who made the successful transition from the New York City school system to higher education.

Project Graduate Members went on several college tours, including visits to Georgetown University, Howard University, Medgar Evers College, York College, Lehman College, Columbia University, and Baruch College.

More than 80 members participated in a financial literacy program and successfully increased their understanding of spending, saving, and budgeting.

GOOD CHARACTER & CITIZENSHIP



With Madison
Clubhouses serving
as the center of many of our
communities, members take the
time to get involved and learn the
importance of being a good citizen.
Pictured here, members volunteer at
a local clothing drive and learn from
Kweku Mandela, grandson of former
South African President Nelson
Mandela, about the importance
of community involvement.

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

BY THE NUMBERS

teenage members volunteered at their Clubhouse and in their community in 2012.



More than
1,600
HOURS
of community
service were
performed.

Teens
participated
in the Making
Strides Breast Cancer
Walk at Orchard Beach. They
volunteered as greeters and
gave out refreshments
at the finish line. Our
members also raised

\$230 FOR THE WALK.





HIGHLIGHTS

Earth Day was celebrated at our Clubhouses with the kick-off of a recycling initiative. Participants made sure that Clubhouse recycling bins were made easily visible and were committed to collecting recyclables around the Clubhouse neighborhood throughout the year.

Members from the Joel E. Smilow Clubhouse fundraised to support the New York City **AIDS Walk** this past year. At the walk, Torch Club members from the Columbus Clubhouse dressed in red and handed out refreshments to participants.

Kweku Mandela, grandson of South African anti-apartheid activist and former President Nelson Mandela's Grandson, visited our Thomas S. Murphy Clubhouse. Kewku spoke to our members about the importance of standing up for what you believe in and working together to find peaceful solutions.

Connect

Review

HEALTHY LIFESTYLES

In communities where parks and outdoor recreational areas are scarce, members are given the opportunity to participate in physical

fitness routines while learning about their bodies and how to best take care of themselves.

A highlight included a visit from Olympic Champion Michael Phelps, who discussed the importance of living a healthy lifestyle.



OUR PROGRAM

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



BY THE NUMBERS

teen members completed an evidenced-based drug, alcohol and tobacco prevention program, including delivering membergenerated service projects to their peers and the community.



More than **380** members at our Joel E. Smilow Clubhouse enrolled in our aquatics program, which is home to the largest minority program in New York City.

More than 1,500
members engaged in
programs, activities and events
that helped them develop a healthy
diet, practice positive lifestyle choices,
and make lifelong commitments to fitness.



5,000 members have access to activities to pique their innate curiosities, provide exposure to new cultural experiences, and teach social and interpersonal skills.

HIGHLIGHTS

More than 800 Madison youth, their families, and members of the community took part in our annual health fairs at each of our four Clubhouses. Each fair focused on the importance of living a healthy lifestyle and provided extensive cost-free opportunities, including HIV screenings, blood pressure monitoring, and individualized consultations on preventing heart disease and diabetes.

The teenage members at our Navy Yard Clubhouse taught their peers about the dangers of drugs and alcohol. The presentation focused on the negative effects that drugs and alcohol can have on the human body, and the detrimental impact that these substances can have on a user's relationship with family, friends, and the community.

Members at our Clubhouses organized and engaged in anti-bullying discussions. The conversations centered on effective techniques that victims of bullying can employ to protect themselves and ways to help friends or peers who are being bullied.

SUMMERTIME AT MADISON

MADISON COMBATS SUMMER LEARNING LOSS

According to the National Summer Learning Association, most students lose about two months of grade level equivalency in mathematical computation skills over the summer months, with low-income students losing more than two months in reading achievement.

By providing summer programs for more than 500 youth, Madison is actively working to combat summer learning loss. Throughout the 8-weeks, programs focus on maintaining academic success for the next school year, building good character and leadership skills, and making healthy life choices and being as active as possible.

AWEEK

BY THE NUMBERS



Teen Nights," where our teenage members had a safe, fun, and engaging environment to spend time. Age-appropriate programs focused on academic success, good character and leadership, as well as the importance of living a healthy lifestyle. Without a safe and constructive place to go while school is on

our four Clubhouses hosted "Summer

break, our teenage Clubhouse population is a particularly vulnerable group. Staggering dropout rates, crime, drugs, and broken families plague our communities and Madison works to provide the services and support lacking for so many of our members.

Literacy development was alive and well in the summer months with more than

2,500 BOOKS READ DURING A READ-A-THON!

Members ages 6-12 were provided with age-appropriate books and encouraged

to read throughout the day.



teens applied to take part in our summer internship program and were placed with one of our corporate partners. They were given first-hand business experience that is integral

More than 20 Madison

to education advancement and career development. Companies that hosted a Madison intern included:

Convergex, CT Partners, PVH, Warnaco, Rodman & Renshaw, Oppenheimer, IPREO, and Reader's Digest.

CRYSTILE CARTER COLUMBUS CLUBHOUSE

> **JUANITA PHIDD** THOMAS S. MURPHY CLUBHOUSE

ISAIAH FRECTION NAVY YARD CLUBHOUSE

> TRU GARLAND JOEL E. SMILOW CLUBHOUSE



CRYSTILE CARTER, an 11-year member of the

Columbus Clubhouse in the Bronx, was chosen as the Madison Square Boys & Girls Club Youth of the Year. She went on to compete to become the New York State

Youth of the Year before being named Northeast Region Youth of the Year. As one of the five national finalists, she traveled to Washington, D.C. to meet President Obama and represented more than four million Boys & Girls Club members.



ABOUT THE PROGRAM

The Youth of the Year program celebrates the remarkable lives of our Club members who have distinguished themselves by rising above challenging circumstances. The national premier recognition program for Boys & Girls Club members, the program celebrates youth who have overcome enormous odds and demonstrate exceptional character and leadership skills. The program promotes service to the Club, the importance of community and family, academic success, strong moral character, and life goals.

Members are chosen to compete in this intense leadership development program that involves:







Since 2000, eight of our Youth of the Year have been chosen as New York State Youth of the Year finalists, with two going on to be chosen as the overall New York State Youth of the Year.

SPECIAL EVENTS

In celebration of our **45TH ANNUAL CHRISTMAS TREE BALL**, more than 400 friends of Madison gathered at Cipriani 42nd Street. The Columbus Clubhouse dancers put on a special holiday performance and the event raised more than \$1 million dollars.

The **78TH THEATRE BENEFIT** kicked off our event season with the Broadway smash hit "Ghost." Over 250 of Madison's devoted theatre goers enjoyed dinner at the famous Bond 45 where they heard from famed-producer and playwright David Lindsay-Abaire.







In May, 300 of New York's most fashionable women and men gathered at Cipriani 42nd Street for PURSES & PURSENALITIES, which was proudly sponsored by Saks Fifth Avenue. Honorees included famed handbag designer Carlos Falchi and fashion designer Nanette Lepore. Lynda Baquero of WNBC 4 served as Master of Ceremonies.

MADISON JOINED THE NEW YORK YANKEES

for a sold out evening as they took on the Atlanta Braves. More than 150 of Madison's baseball fanatics enjoyed a great game in the Party City Party Suites while mingling with fellow Yankees fans and Madison members. Thanks to the Yankees, over 100 Madison members got to enjoy the game as well.



CORPORATE SUPPORT



The New York Yankees have been outstanding supporters of Madison partnering with us on programs at our Columbus and Joel E. Smilow Clubhouses in the Bronx. The team's hospitality and ticket donations have not only allowed us to host fundraising events at the stadium but have also given hundreds of our youth the opportunity to experience the joy, excitement, and community associated with sporting events.



Phillips-Van Heusen (formerly Warnaco) has demonstrated an escalated and unwavering dedication to our organization through their support of our education initiatives, sponsoring our Summer Teen Night program, and nominating us as their charity of choice at their annual industry fundraising gala. We were once again chosen as their charity of choice for their summer golf tournament.



Disney Worldwide Outreach has been a long-time supporter of Madison. In 2012, Disney generously supported our Triple Play health program, ensuring that our members had access to healthy activities and nutritional food. Additionally, Disney supports our educational programming, and provides numerous opportunities for our members with Disney VoluntEARS at special field trips and events such as Day for Kids.



Vivendi's corporate social responsibility program, the Create Joy Fund, helps disadvantaged young people achieve their full potential through opportunities in entertainment and communications. Create Joy supports Madison's Computer Literacy Program, which focuses on bridging the digital divide by teaching youth critical software and hardware skills through age-appropriate online lessons, creative projects, gaming tournaments, and other technology-related exercises.



NYSE Euronext affirmed its dedication to positive educational outcomes for our youngest members by generously supporting our Explorer's Academy. Without the support of the Foundation, nearly 500 youth would not have met key literacy and math goals. In addition, NYSE Euronext supported our special events, helping make our Christmas Tree Ball a success.



The **Heisman Trophy Trust's** goal is to contribute to the well-being and fitness of underserved populations in the United States. The hope, through the Trust's charitable endeavors, is for The Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to youth, especially those living in disadvantaged communities. The Trust made possible a new turf field at our Thomas S. Murphy Clubhouse, which continues to empower our members to lead healthy lives.



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Madison Square Boys & Girls Club offers our deep gratitude for the generous contributions of the following donors whose support and dedication allowed us to Save and Enhance the lives of more than 5,000 at-risk youth this year.

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MADISON MEMORIAM

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

CREATING 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 and Citizenship, and the adoption of Healthy Lifestyles for New York City's most at-risk youth.

The simplest way to make a planned gift to Madison Square Boys & Girls Club is by making a gift through your will or living trust. For additional information on this or other ways to create your legacy, please contact Salina Muellich at 212.760.0322.





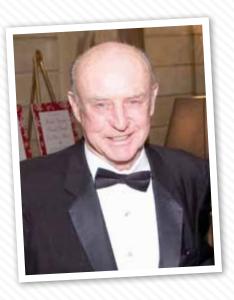
IN-KIND DONATIONS

Madison Square Boys & Girls Club wishes to extend our appreciation to those individuals and companies who donated in-kind gifts during the 2012 Fiscal Year. To view a full list of in-kind donations, please visit www.madisonsquare.org.

The Madison Square Boys & Girls Club is a founding member of Boys & Girls Club of America, and we strongly wish to express gratitude for this strong, ongoing partnership.

Madison Square Boys & Girls Club 2012 Annual Report Writer/Editor: Christa McCarthy-Miller, Director of Marketing and Communications

Annual Report Photo Credits: Duffy Arnoult, Harold Hechler Associates, Cutty McGill, Joseph Peter, Jennifer Gonzales



JOHN E. GRIMM III

On Sunday, March 31, 2013, Madison Square Boys & Girls Club lost one of our great leaders and closest friends when John E. Grimm III, or Jack as most called him, passed away at the age of 90. He is survived by his loving wife Ann Grimm.

Mr. Grimm joined the Board of Trustees at Madison in 1956 and remained an integral part of the organization's leadership and governance for 57 years. In his tenure, Mr. Grimm served as President of the Board, both Chairman and Vice-Chairman, and also served as the Chairman of the Executive Committee. Mr. Grimm was also active in other philanthropic endeavors, serving as Vice President of the Board, and Vice Chairman of the Executive Committee of The Southampton Hospital, and a former member of the Skin Cancer Foundation Board. He also co-authored "My One Big Break", a book of inspiring stories of successful business and professional leaders.

We were proud to call him a member of the Madison family, and had the honor of recognizing him several times over the years. In 2010 at our annual Hope and Opportunity Dinner, fellow Board Member Thomas S. Murphy, Sr., presented Jack with an achievement award to thank him for his years of loyal service. In his acceptance speech that evening, Mr. Grimm said, "When I reflect back at my time here I am heartened by the sheer number of New York City children we have been able to impact. By my count, it is almost half a million children in need, and I am honored to help bring hope to the lives of New York City's children."

Of his tenure, Mr. Grimm always said, "Many of you ask why I have stuck around for all these years but it is so easy to answer. For me, Madison is like a second family made up of fellow Board Members, staff and the children we serve."

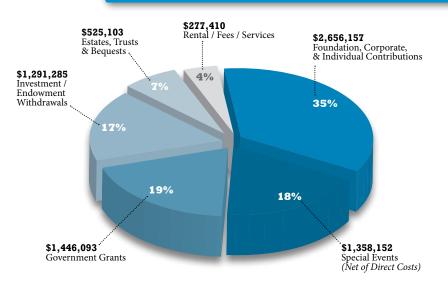
OPERATING REVENUES	FY 2012	%	FY 2011	%	
Foundation, Corporate, & Individual Contributions	\$2,656,157	35%	\$2,461,071	32%	
Special Events (Net of Direct Costs)	\$1,358,152	18%	\$1,356,352	18%	
Government Grants	\$1,446,093	19%	\$1,414,344	19%	
Investment / Endowment Withdrawals	\$1,291,285	17%	\$1,518,149	20%	
Estates, Trusts & Bequests	\$525,103	7%	\$443,566	6%	
Rental / Fees / Services	\$277,410	4%	\$359,164	5%	
Total Operating Revenue Support	\$7,554,200	100%	\$7,552,646	100%	

OPERATING EXPENSES	FY 2012	%	FY 2011	%
PROGRAM SERVICES:				
Education & Guidance	\$3,912,245	50%	\$3,815,628	50%
Social Activities & Recreation	\$1,861,850	24%	\$1,695,334	22%
Physical Activities	\$897,853	11%	\$965,972	13%
Management & Operations	\$614,711	8%	\$617,450	8%
Fundraising	\$539,404	7%	\$585,735	7%
Total Operating Revenue Support	\$7,826,063	100%	\$7,680,119	100%
Excess of Operating Revenues Over Expenses	(\$271,863)		(\$127,473)	

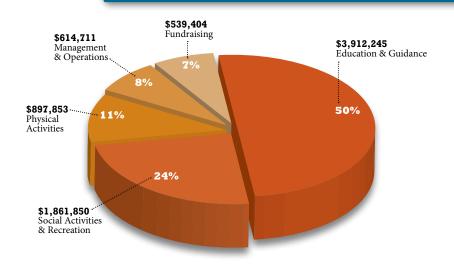
NOTE

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Revenues do not include			
Support Designated for Renovations & Capital Campaign	\$50,000	\$220,000	
Investment Income, Unrealized Gains/(Losses)	\$1,897,516	(\$1,498,938)	
Expenses do not include			
Depreciation	\$728,799	\$709,384	
Capital Campaign	\$186,377		

OPERATING REVENUES FY 2012 \$7,554,200



OPERATING EXPENSES FY 2012 \$7,826,063



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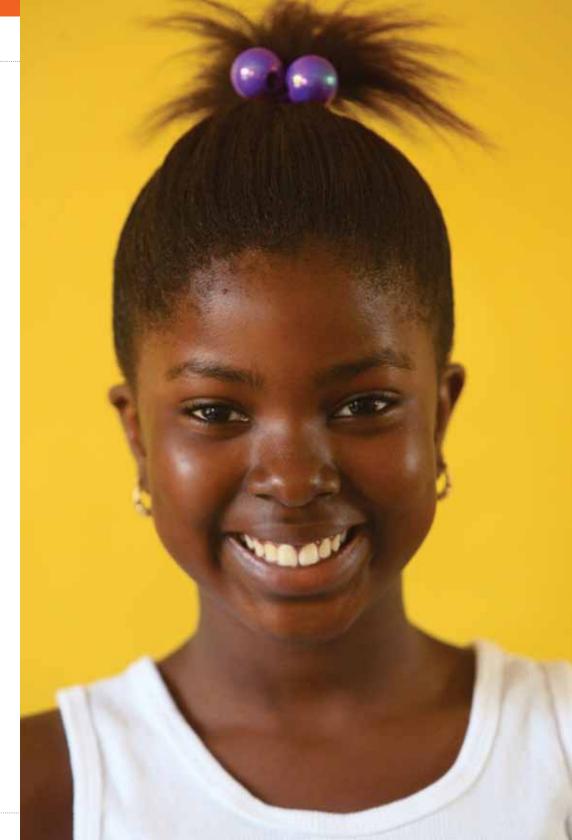
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