



**MADISON SQUARE
BOYS & GIRLS CLUB**

**SAVING & ENHANCING THE
LIVES OF NYC KIDS SINCE 1884**

FISCAL YEAR
2009 ANNUAL REPORT

A SNAPSHOT

The mission of Madison Square Boys & Girls Club is to save and enhance the lives of New York City boys and girls who by means of economic and/or social factors are most in need of its services.

SIX CORE SERVICES

Education
Character & Leadership
Health & Life Skills
Sports & Fitness
Social Recreation & the Arts
Employment & Career Exploration

AT A GLANCE

Founded in 1884
7 Clubhouses in NYC's most disadvantaged communities
ONLY \$5/year per child for membership, and scholarships are provided for those who cannot afford to pay

MEMBERSHIP PROFILE

5,300 youth served
90% of the families served receive public assistance
75% of members come from single-adult homes
99% minority membership



OH WHAT A YEAR...

FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friends,

Madison has always been a place where great things happen — from the stories of how a youth's life was saved by the Club, to the outstanding accomplishments that happen almost every day at one of our Clubhouses. This year was exceptional though, with the 125th birthday of the organization, a milestone occasion that brought focus to the thousands of kids' lives that Madison has improved over the past century and a quarter. The year was filled with celebration including numerous events and many special opportunities for the kids that we serve.

Even through the tough economic challenges, Madison kept its resources focused on the success of its members with the outcomes to prove it! We are proud to say that 90% of our members aged 6 to 12 years-old who attended the Club three or more times per week improved or maintained their grades in English, math, and homework. And with 100% graduation rate among our Project Graduate members — in neighborhoods where the graduation rate is 46% — education continues to be the core focus of our programs.

Over the following pages you will read some of the stories about our Club members and the impact that Madison has played in their lives. Their stories will most definitely move you and demonstrate the importance of our programs that friends like you so generously support.

As we look ahead to another exciting year at Madison, we know that the next 125 years will be full of many new stories, challenges, and accomplishments. We hope that you will continue with us on our journey to help save and enhance the lives of New York City kids.

Sincerely,



Myles D. Gillespie
President



Joseph Patuleia
Executive Director



YOUTH OF THE YEAR 2009

Every year Madison Square Boys & Girls Club honors its Youth of the Year, the highest honor a Boys & Girls Club member can receive. The title recognizes individuals who have demonstrated outstanding service and leadership at home, at school, in the community, and at the Club. Through an interview and judging process at the Clubs, members are selected to represent each Clubhouse and the organization.



From left: **Courtney Petrus**, Joel E. Smilow Clubhouse; **Ciliena Nunes**, Thomas S. Murphy Clubhouse; **Marcus Buford**, Columbus Clubhouse, **Karion Smith**, Genesis/H.E.L.P 1; **Clara Thomas**, Far Rockaway Clubhouse; **Malawa Johnson**, Navy Yard Clubhouse



YOUTH OF THE YEAR PROFILE: MALAWA JOHNSON

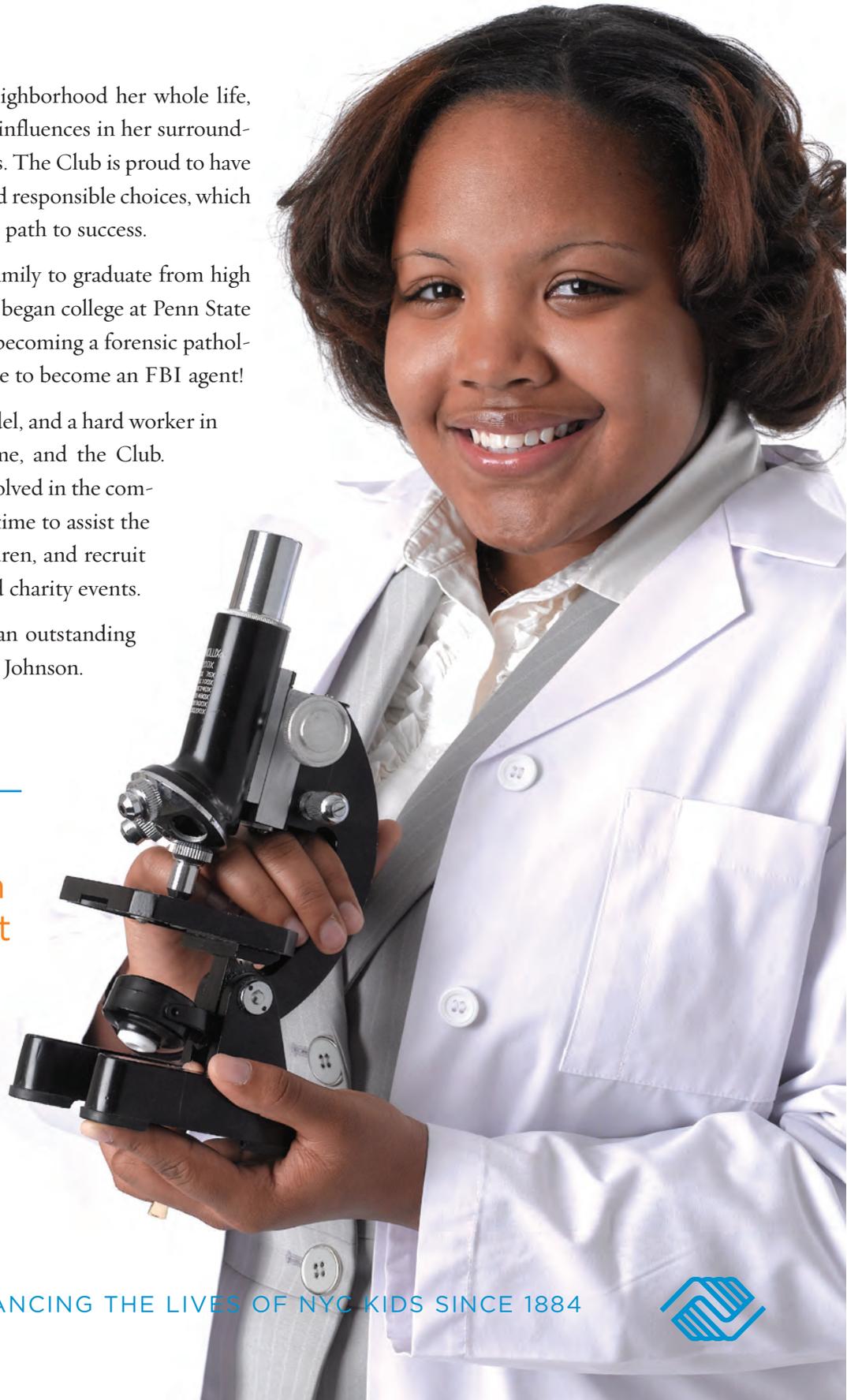
Growing up in a disadvantaged neighborhood her whole life, Malawa has seen how the negative influences in her surroundings have affected many of her peers. The Club is proud to have played a role in Malawa's mature and responsible choices, which have taken her down a constructive path to success.

Malawa is the first person in her family to graduate from high school and in September 2009 she began college at Penn State University to pursue her dream of becoming a forensic pathologist. Ultimately, Malawa would like to become an FBI agent!

Malawa is a natural leader, role model, and a hard worker in school, her part time job, her home, and the Club. Additionally, Malawa is actively involved in the community where she amazingly finds time to assist the elderly, babysit the neighbors' children, and recruit volunteers for church functions and charity events.

Madison is honored to have such an outstanding 2009 Youth of the Year in Malawa Johnson.

“The Club showed me that education was my only ticket from poverty and disaster.”



CORE PROGRAM AREAS

EDUCATION

As New York City schools are forced to cut back on programs, Madison plays an even more critical role in educating our kids. We provide homework help, technology literacy, mentoring, and enrichment programs that start with the youngest members and carry through to our high school kids. Our goal is to keep kids in school, motivated to learn, and prepare them for college so that they might have the best opportunities available for success.

CHARACTER & LEADERSHIP

Madison members participate in leadership and community service projects throughout the year. Our goal is to provide members with programs that promote positive self-image, respect for diversity, and encourage them to be productive in their communities.

HEALTH & LIFE SKILLS

Madison provides programs that develop members' abilities to engage in healthy, constructive behavior. Our youth have the opportunity to participate in age appropriate programs, ranging from awareness about their changing bodies to teaching them about the dangers of drugs and alcohol. The goals of all these programs are to educate youth on the importance of a healthy lifestyle and to cultivate their capacities to engage in positive behaviors that nurture their well-being.

SPORTS & FITNESS

Learning an appreciation for teamwork, commitment, and creating habits that will lead to a healthy lifestyle are crucial for productive, healthy adulthood. Madison's members participate in instructional, competitive and leisure-time games, and activities designed to develop individual strengths and to make physical fitness a regular practice.

SOCIAL RECREATION & THE ARTS

Madison provides all its members with an abundance of fun instructional, competitive and leisure-time games, tournaments, and activities in order to foster the development of social skills. Visual arts, performing arts, and arts and crafts are also part of our core service offerings. The number one reason that our kids return day after day and year after year is because they have FUN and they do so in a constructive manner.

EMPLOYMENT & CAREER EXPLORATION

Madison provides members with specific skill enhancement programs that include job training, resumé writing, appropriate workplace behavior, and interviewing techniques that will prepare them for employment. We even outfit our teens with suits for interviews and internships.



2009 PROGRAM HIGHLIGHTS



In June 2009, **Project Graduate** members participated in Madison University, a three-day event designed to replicate aspects of the college experience at Camp Madison. The teens attended classes and seminars in subjects ranging from goal setting to poetry. Madison can proudly boast that 100% of the teens participating in the program graduated from high school in 2009.



In August 2009, **SMART Girls'** members spent a day at the offices of **Reader's Digest** magazine. The participants had an eye-opening experience, meeting with female executives from the publication's various departments and learning about career development as well as hearing stories of personal successes.



Torch Club members partnered up with **MillionTreesNYC** and their mission to plant a million new trees across the five boroughs over the next decade. Members learned that trees help clean our air and reduce the pollutants that trigger asthma attacks and exacerbate other respiratory diseases. The project was a great life lesson for teaching the importance of caring and responsibility.



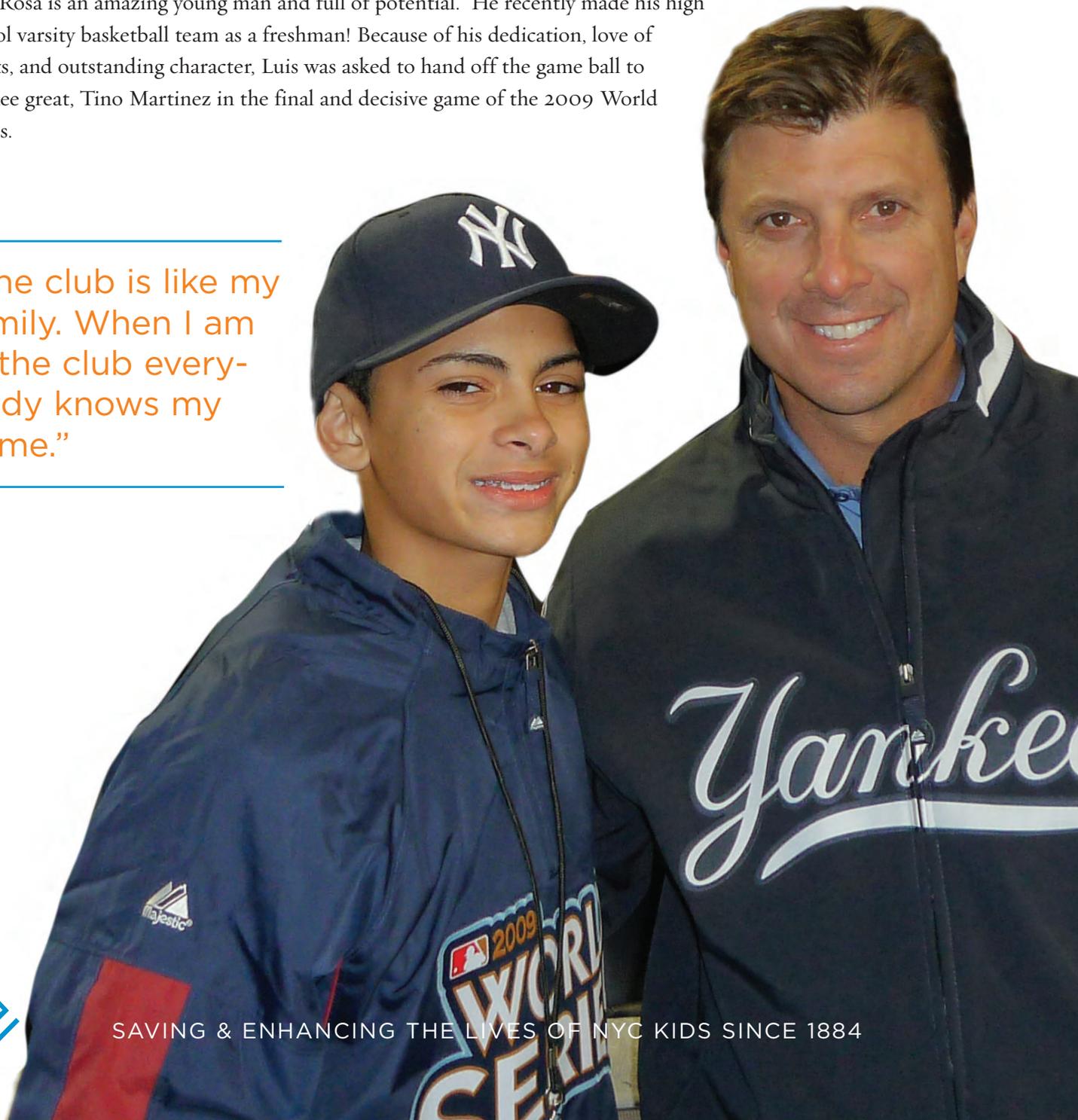
YOUTH PROFILE: LUIS ROSA

Luis Rosa has been a stellar member of the Columbus Clubhouse for over eight years. Luis has participated in almost every Madison program, including educational, sports, leadership, and health.

Luis has overcome many struggles including growing up in a single-parent home. The Club serves as a safe haven for him while his mother is at work. Luis credits his academic successes to the tutoring he has received at the Club. Luis and his mom believe that the Club has saved his life and kept him on the straight and narrow.

Luis Rosa is an amazing young man and full of potential. He recently made his high school varsity basketball team as a freshman! Because of his dedication, love of sports, and outstanding character, Luis was asked to hand off the game ball to Yankee great, Tino Martinez in the final and decisive game of the 2009 World Series.

“The club is like my family. When I am in the club everybody knows my name.”



2009 PROGRAM HIGHLIGHTS



Over fifty youth strutted down the runway at Kings Plaza Shopping Center during the **16th Annual Murphy Fashion Show** held in May. The purpose of the yearly event is to raise the self esteem of youth while introducing them to fashion design as career.



In January 2009, **Young Wall Street** volunteers spent the day teaching Clubhouse teens about the importance of making, spending, and saving money as part of **Madison's Financial Literacy** initiative. The teens had a great time and were financially wiser at the end of the day.



The Madison Dolphin Swim Team can add a few more credits to its already impressive showcase of awards and honors. This year the New York City Parks and Recreation Department conducted their largest recruitment effort of lifeguards ever, and Joel E. Smilow Clubhouse members reaped the benefits. Of the twenty-two club members tested, nineteen successfully passed the test and were able to take the free NYC Lifeguard Course with guaranteed summer employment.

The swim team had an additional treat when Olympic great, **Michael Phelps** paid a visit to the Clubhouse and gave a motivational speech to over one-hundred kids in August.



2009 SPECIAL EVENTS

Just a small sampling of the many special events of 2009.



The Annual Golf Tournament at Sleepy Hollow Country Club



The Empire State Building aglow in Madison colors on its 125th birthday.



Steak N' Burger at
Navy Yard Clubhouse



Thomas S. Murphy Clubhouse Carnival with
Special Guest, Olympic Gymnast, Dominique Dawes





The Columbus Clubhouse Dancers after a performance at The 42nd Annual Christmas Tree Ball at Cipriani 42nd Street



MADISON'S KIDS & FRIENDS CELEBRATING THE 125TH BIRTHDAY



NY Knicks Guard, Chris Duhon, teams up with kids to take on Kym Hampton, former NY Liberty All-Star, in a game of shootout.



Executive Director, Joe Patuleia, accepts a proclamation from Jeanne Mullgrav, Commissioner of the Department of Youth and Community Development.



The Columbus Clubhouse Dancers stole the show with a performance to pop favorites.



Anne Craig from *Fox 5 Good Day New York* covered the event live from 7:00 AM - 9:00 AM.



Reshma Shetty, star of USA Network series, *Royal Pains*, has some fun playing with the kids.



OUTSTANDING CORPORATE PARTNERS

Madison Square Boys & Girls Club is proud to have such generous supporters in the corporate community. The funding and support that these major partners provide is instrumental in helping us to achieve our mission of saving and enhancing the lives of New York City kids.

Morgan Stanley

In an effort to feed the millions of young people that were expected to miss meals or go hungry last summer, Morgan Stanley partnered with Boys & Girls Clubs of America to provide more than a million meals to children across the country. Through a donation from the Morgan Stanley Foundation, Madison was able to provide a wholesome, free meal, and snack to over 900 children per day.



Disney has an admirable legacy of charitable giving, volunteerism, and environmental stewardship, aimed at brightening the lives of children, strengthening communities and healing the earth. Through a generous grant from The Walt Disney Company, Madison is able to provide our youth with a comprehensive range of educational enrichment programs designed to complement members' school day activities, enhance academic performance, foster positive study habits, and instill the self-discipline that leads to high academic achievement.



The Create Joy Fund, Vivendi's corporate social responsibility program, 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.



The Microsoft Corporation has a longstanding commitment to youth, innovation and opportunity via technology. Microsoft's support of the Computer Literacy Program at the Joel E. Smilow Clubhouse has allowed hundreds of kids to complete an internet safety program, become proficient in basic software applications, and increase their knowledge of digital design.



The Warnaco Foundation and Madison share the mutual goal of supporting strong educational programs that ensure members become engaged in learning as early as possible, and continue to receive resources, guidance and support as they progress academically and socially from early childhood to late adolescence. Through Warnaco's generous grant, Madison members stay on track as they transition through middle and high school and on to college.



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. Madison's Thomas S. Murphy Clubhouse is honored to have been chosen as the recipient of The Heisman Trophy Trust's charitable grant.





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Madison Square Boys & Girls Club recognizes with sincere thanks the kindness of these important donors. Their generosity provides us with the financial resources to fund our key programs, as well as the opportunity to try innovative ideas and expand our reach. We are deeply grateful for their support.

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New York City Department of Youth and
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New York City Housing Authority

New York State Alliance of Boys & Girls of
America, After Care and Safe Haven
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

New York State Office of Children and
Family Services

The State Education Department,
The University of the State Of New York,
Senator Parker's Office Legislative Grant

New York State Department of State,
Community Services Block Grant

**As a founding member of Boys & Girls
Clubs of America, Madison Square Boys
& Girls Club is grateful for this strong,
ongoing partnership.**



FINANCIAL HIGHLIGHTS

FISCAL YEAR ENDED SEPTEMBER 30, 2009

OPERATING REVENUES	FY 2009	%	FY 2008	%
Foundation, Corporate, & Individual Contributions	2,393,557	32%	2,318,510	30%
Special Events {Net of Direct Costs}	1,028,397	14%	1,135,568	14%
Government Grants	1,687,812	23%	1,958,713	25%
Investment/Endowment support	1,578,882	21%	1,763,394	23%
Estates, Trusts & Bequests	619,209	8%	551,777	7%
Rental/Fees/Services	143,313	2%	104,328	1%
TOTAL OPERATING REVENUES	\$7,451,170	100%	\$7,832,290	100%

OPERATING EXPENSES PROGRAM SERVICES:

Education & Guidance	3,508,406	47%	3,353,826	44%
Social Activities & Recreation	1,341,286	18%	1,590,942	21%
Physical Activities	1,007,699	13%	917,347	12%
Management & Operations	1,057,085	14%	879,618	12%
Fundraising	574,390	8%	803,055	11%

**Total Operating Expenses	\$7,488,866	100%	\$7,544,788	100%
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Excess of Operating Income over Expenses	(\$37,696)		\$287,502	
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Note-Operating Revenues do not reflect:

Investment Income / Unrealized (Losses)	(1,143,888)		(4,672,678)	
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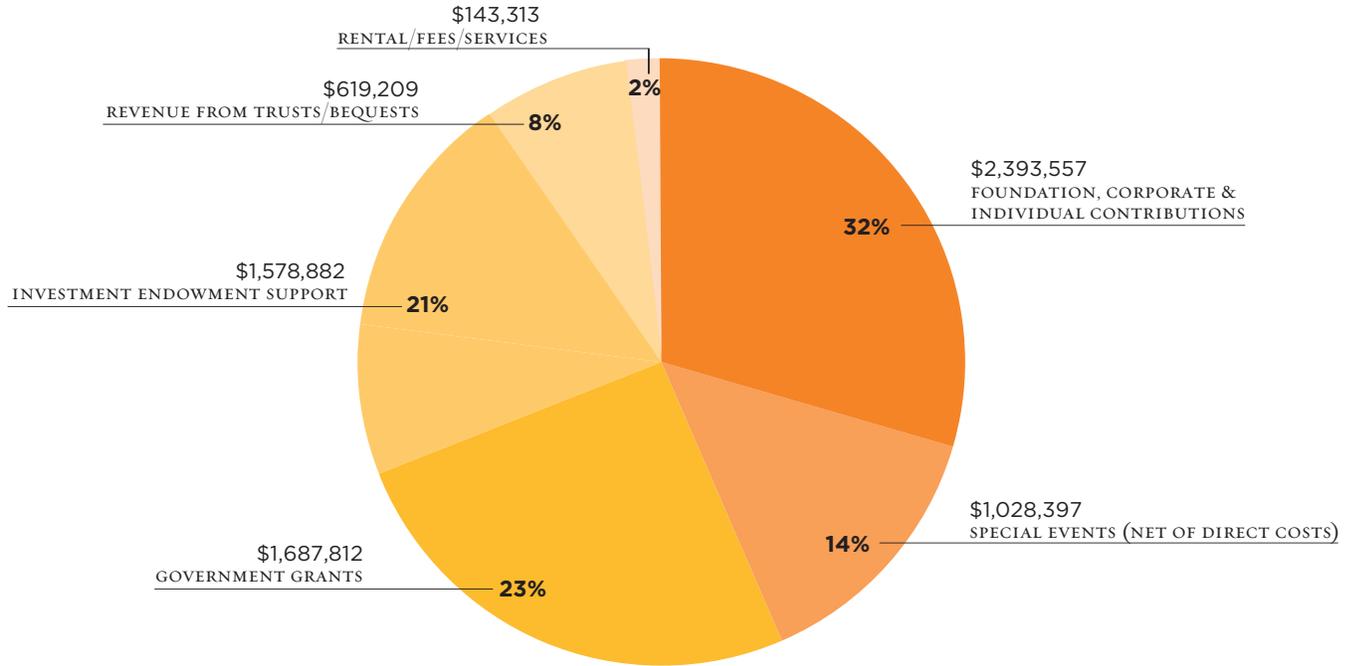
** Expenses do not reflect:

Depreciation	\$803,098		\$759,382	
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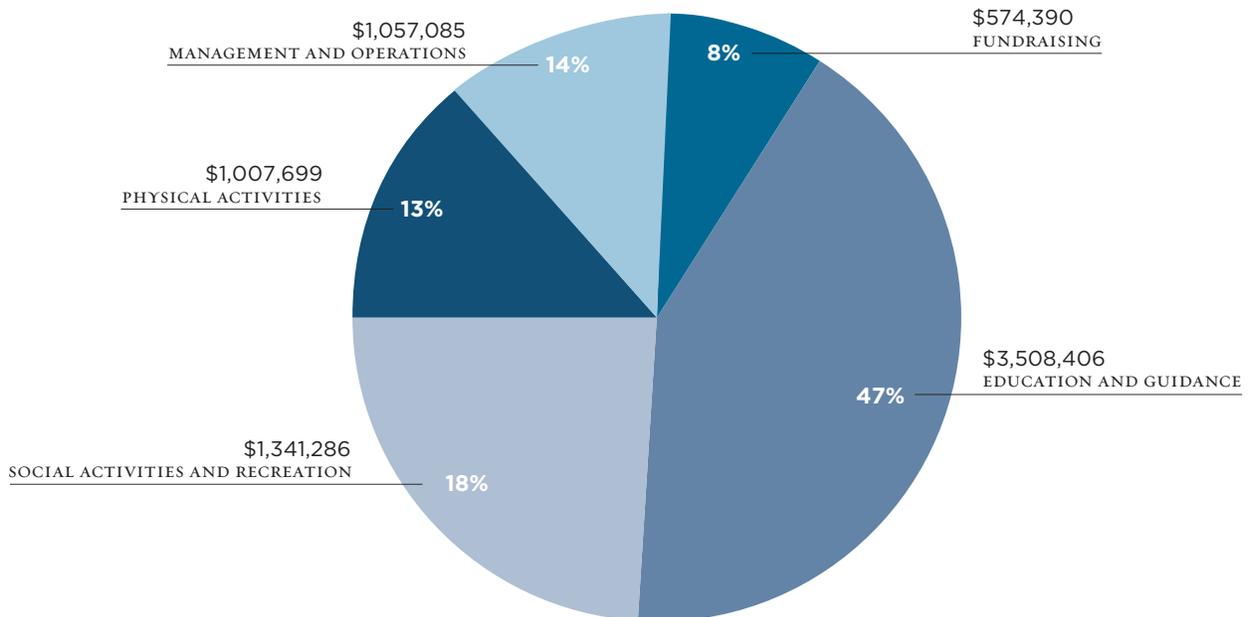
OPERATING REVENUE FISCAL YEAR 2009

Total: \$7,451,170



OPERATING EXPENSES FISCAL YEAR 2009

Total: \$7,488,866



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Our programs provide opportunities for less fortunate kids to grow and learn, which ultimately enables them to have the best possible chance for success.

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TELL YOUR EMPLOYER ABOUT MADISON
JOIN OUR FACEBOOK GROUP
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For more information contact Salina Muellich, Development Director,
 by phone: 212.760.9600 ext. 209 or email: smuellich@madison square.org

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 New York, NY 10118
 Tel: 212-760-9600
 Fax: 212-760-0338

NAVY YARD CLUBHOUSE

240 Nassau Street
 Brooklyn, NY 11201
 Tel: 718-625-4295
 Fax: 718-855-4373

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*Program services at these Clubhouses concluded as of November 2009.





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