Digital Arts Program

Madison offers endless outlets for our members to express themselves. Between dance, painting, crafts, photography, and beyond, the Clubhouse serves as a hub for all things creative. One such program that continues to expand and grow as more members become in sync with the ever changing digital world and platforms is the Digital Arts Program.

The Digital Arts Program works to provide a space where members are encouraged to channel their expression using images and visual content.

Continue reading on Page 6.
Madison Square Boys & Girls Club has an exciting year ahead, filled with pivotal change and growth, including a new Clubhouse for the kids of North Central Harlem to call home.

On the brink of the organization’s momentous expansion, I am thrilled to join Madison Square Boys & Girls Club as the new Executive Director. While my predecessor and newly appointed Executive Director Emeritus, Joe Patuleia, has set the bar high for this role, I am ready to rise to the challenge. Joe’s leadership has had an enormous impact on Madison over the last thirteen years. His hard work and dedication have helped transform our organization and built a strong foundation for lasting success as we move forward into an exciting next phase.

Prior to joining the Madison family, I served as the Executive Director of the African Leadership Foundation in the United States, which supports the African Leadership Academy based in Johannesburg, South Africa. Previous to the African Leadership Foundation, I am proud to have had a 35-year career, primarily with the IBM Corporation. My last position with IBM was as Vice President of the Systems Technology Division for the Middle East & Africa region where I was based in Johannesburg, South Africa. My goal is to bring the knowledge and mindset that made me successful in my previous roles to help make Madison even more impactful for the children of New York City.

As Executive Director, I am proud to continue the Madison tradition of providing exceptional service to NYC youth. Please join me in thanking Joe for his incredible service and helping me to lead Madison forward.

Warmest Regards,

Tim McChristian
PARTNER SPOTLIGHT

Garden of Dreams Foundation

Since August 2014, the Garden of Dreams Foundation has committed to creating opportunities for our members. Using the magic of Madison Square Garden and MSG Networks – including the Knicks, Rangers, Liberty, Rockettes, famed showplaces and two sports and entertainment networks, the Garden of Dreams Foundation gives Madison's members the chance to participate in unique experiences that are truly unforgettable.

The giving power of this organization far exceeds putting our members at center stage. The Foundation helps Madison alumni through direct support of scholarships. Garden of Dreams also brings its magic right to our Clubhouses, through renovation projects and volunteer days.

One such example took place this past August when we welcomed 35 volunteers from Madison Square Garden, including some of the Knicks City Dancers. In the morning, volunteers assisted members ages 6-12 with educational enrichment activities, crafts, dance instruction, and more. After lunch, it was time for a dance party and ice cream social in the backyard. The day was one our kids will never forget.

We are so thankful for the support and dedication the Garden of Dreams Foundation continues to show our kids. We’re excited to continue working with them to create magical experiences & spaces for our members!
Hearst Summer Internships

Thanks to the dedication of our staff and Madison’s partnership with Hearst Corporation, four of our alumni members, turned college students, spent their summers interning within various departments of the Hearst Corporation. With the help of our College Success Initiative (CSI) Coordinators and other Clubhouse staff, all four of these Madison ambassadors had a successful and learning-filled summer.

Chassidy, Thomas S. Murphy Clubhouse
Cosmopolitan Magazine, Video Production

Chassidy was lucky enough to get a real taste of the Cosmo life! After finishing her daily video production responsibilities, she explored the editorial world and even got published on Cosmo’s website. While fashion and pop culture may not be at the center of Chassidy’s long-term career focus, the video production department inspired her to continue pursuing a career in film and documentary-making. “My summer spent working at Cosmopolitan.com was an illuminating experience that will continue to guide and shape my path as a filmmaker and content creator. The warmhearted and dedicated creators and innovators have given me life lessons that will carry over into both my personal and business life.”

Daquan, Columbus Clubhouse
Hearst Communications, Digital Marketing

Daquan certainly learned a lot working on the Digital Marketing team at Hearst Communications. He was excited to learn about a whole new array of digital tools and programs that he can implement back at school, and he spent quite a bit of time analyzing the transition of Hearst’s print magazines to digital formats. He also had the opportunity to participate in the Hearst International Summit that was held in July, where senior executives from around the world came to exchange ideas, products, and network about their upcoming projects. Overall, Daquan hopes to pursue a degree in Computer Science or Investigative Journalism and will take what he learned with him at Hearst!

Isaiah, Joel E. Smilow Clubhouse
Esquire Magazine, Video Production

Between meeting famous faces like hip-hop star French Montana and learning everything there is to know about video production, Isaiah kept busy this summer at Esquire. Wildly impressing his supervisors, Isaiah explored everything about Esquire and sparked an interest in the business side of publishing, spending his spare time analyzing the company’s stocks and finances. He is eager to learn more about the world of investing and is currently looking into a career in that field.

Juquai, Navy Yard Clubhouse
Popular Mechanics, Digital

After a summer spent at Popular Mechanics Magazine, Juquai greatly impressed the staff and his supervisor Andrew. While he focused on a wide range of digital projects at Hearst, Andrew was most impressed with Juquai’s work on his photography assignments. Juquai loved his time so much that he’s considering exploring a career in journalism with the magazine after graduation. His supervisors assured him that when he’s ready to enter the workforce they will do everything they can to advocate for his employment at Hearst!
Madison Basketball Alliance

In conjunction with Madison’s priority outcome focus on Healthy Lifestyles, some of our members are letting their basketball dreams soar thanks to the Madison Basketball Alliance, a youth basketball league that operates out of the Thomas S. Murphy Clubhouse. The league aims to teach members the rules of basketball, helps participants learn all aspects of the game, inspires players to follow their basketball dreams, and motivates them to maintain balance in all areas of their life.

Sports & Fitness Assistant at Murphy, Joseph Belony, who runs the program says, “Youth that love the sport have always imagined themselves playing basketball on an organized level, but not all possess the ability to make a junior high or high school team. Through the M.B.A, all members and young people will be granted the opportunity to play, learn, and gain a sense of purpose, usefulness and belonging without the pressures of living up to someone’s standards of what talent is or means.”

Peace March

This past summer, members from three of our four Clubhouses took to the streets and marched to spread compassion and love, with the hopes of promoting anti-violence in New York City.

Starting in front of City Hall and ending in Brooklyn Bridge Park, almost 50 members proudly marched across the Brooklyn Bridge, decorated with signs and visuals supporting their message. While spreading the ideals that embody Good Character & Citizenship, the young men and women of Madison were met by crowds of local and visiting spectators. They greeted onlookers with a powerful chant: Don’t be silent, let’s end violence. Following the march, participants were able to articulate the importance of promoting a cause they feel is important and expressed understanding of the importance of love and compassion in 2017.
Digital Arts Program

The Digital Arts Program works to provide a space where members are encouraged to channel their expression using images and visual content. Members are taught visual literacy and how to understand the importance of images in our culture. Photography, video, and all digital arts creations are used as a way of communicating their opinions and points of view, in hopes of understanding themselves and their peers a little better.

Members work on observing their surroundings differently through a lens by participating in self-portrait activities, photo scavenger hunts, writing activities, and learning how you can see the world in front of you differently by changing your perspective. Our teens dig deeper into self-exploration by participating in open studios and capturing photographs of themselves and their friends. Additionally, they are taught to look for the light and learn how to control it using their tool: the camera.

When working on the cover photo, our Explorers members created an alphabet using their bodies during our Summer Club Fun program. The photos and letters were then fused together digitally to spell out Madison Square Boys & Girls Club. Through this exercise, they learned about the three basic types of points of view that you can take when using a camera: bird’s eye view, worm’s eye view and eye-level perspective. Using their knowledge of bird’s eye view, they created a human alphabet by working together and creating the best letter they could with their peers.

The Digital Arts Programs use Clubhouse events, member experiences, and staff perspectives to allow members to practice what they’ve learned and learn more about their Madison family.
Youth of the Year Celebration

On April 26th, we hosted our 5th Annual Youth of the Year Dinner at Pier 60, Chelsea Piers. 500 guests celebrated the success of our four Madison Clubhouse youth who have demonstrated a consistent dedication to their education and community. John Meadow, Founder and President of LDV Hospitality and Fred Argir, Vice President and Chief Digital Officer of Barnes & Noble, were honored as Champion of Youth Honorees for their dedicated service to Madison. Bronx Borough President, Rubén Diaz, Jr. served as Special Guest Speaker, discussing his longtime experience with Madison Square Boys & Girls Club and its positive impact on his community. Additionally, CNN Anchor and dedicated supporter of Madison, Poppy Harlow, joined as the Mistress of Ceremonies. The evening’s guests-of-honor included Madison’s four Youth of the Year: Anastasia Dosunmu, Ashley Wallen, Victoria Sanchez, and Kevon Jerome Leary. Thank you to all who supported this integral Madison event, especially our Hero sponsors: Bahwan CyberTek, Barings, Barnes & Noble, Charles Schwab Foundation, Citi, Fleischman Law Firm, Hearst, Mastercard, OppenheimerFunds, Palm Restaurant, and Stavros Niarchos Foundation.

Please join us for next year’s event on May 23, 2018!

Salute to Style Luncheon

Madison celebrated the Salute to Style Luncheon on May 16th at The Metropolitan Club, a new take on Madison’s Annual “Purses & Pursenalities Luncheon.” This year’s select honorees included Vanessa Noel, luxury shoe designer, hotelier, and gallery owner; Peter Thomas Roth, skin care mogul and jewelry designer; Vhernier Milano, Italian jewelry brand; and Alexandra Wilkus Wilson; Co-Founder of Fitz, GLAMSQUAD, and Gilt. Alex Badia, Fashion Director from Women’s Wear Daily, served as the Master of Ceremonies. The event welcomed over 300 guests and featured a silent auction that included more than 90 items that highlight elements from all aspects of the world of style including, apparel, accessories, home décor, artwork, and more, from top designers to raise funds for Madison’s programs like SMART Girls.

Please join us for next year’s event on April 18, 2018!

A Night Out at Yankee Stadium

On June 20th, our members enjoyed an incredible ballpark experience thanks to the New York Yankees and event sponsor Donnelly Mechanical. Over 150 guests enjoyed hospitality in the Party City Suites at Yankee Stadium and cheered on the home team against the Los Angeles Angels of Anaheim.

Bronx Grand Gala

Our Bronx Grand Gala, hosted by our Bronx Board of Managers on June 8th, was an incredible celebration of Madison’s presence within the Bronx community. We were thrilled to honor Fernando Mateo as Man of the Year, Carmen Greenberg-Perez as Woman of the Year, and to present Ritchie J. Torres with the Community Service Award. The event featured a performance by our Columbus Clubhouse Diver-city Dancers!

Fore the Kids Golf Tournament

Nearly 100 supporters teed off for Madison’s members on August 7th for the 23rd Annual Fore the Kids Golf Tournament in memory of Frank Covello, Jr. A little rain didn’t stop our golfers from enjoying a great day at Sleepy Hollow Country Club and helping raise funds to benefit our Clubhouses. Thank you to our sponsors Lamb Financial, OmniBuild, and Prudential.

Stay tuned for 2018 event details! For more information, or to purchase tickets to any of our upcoming events, please call our Director of Special Events, Lauren Downing at 212.760.0074.
Madison Council

Madison Council is a diverse group of dedicated professionals in their twenties and thirties committed to advancing the mission of Madison Square Boys & Girls Club. These leaders volunteer their time, talents, and energy to positively impact the lives of over 5,000 NYC youth. Members of Madison Council support the organization by raising awareness and serving as Madison ambassadors, organizing and attending fundraisers, and engaging in volunteer activities at Clubhouses. Ready to join?

Contact Nora Scott at nscott@madisonsquare.org or 212.760.9600 ext.0215 to learn more!

Corporate Volunteers

Madison is always looking for new opportunities to collaborate with companies that share our common goal: saving and enhancing the lives of New York City youth. Company sponsored volunteer days are welcome at Madison’s four Clubhouses throughout the year. Volunteer projects offer great team building engagements for your employees.

Contact Jackie Garcia at jgarcia@madisonsquare.org or 212.760.9600 ext.0214 to find the best fit for your company!