BE READY!
Madison youth get a “Wake-Up Call” for back-to-school
At Madison Square Boys & Girls Club, we work hard to prepare more than 5,000 members each year for advancement through all grade levels. We place a strong emphasis on educational achievement, illustrated prominently in our dropout prevention program BE GREAT: GRADUATE. The program is designed to enhance each member’s level of learning by providing support in developing the academic, emotional and social skills needed to achieve academic success. The program uses the early warning signals – attendance, behavior and course failure – to identify youth at risk of dropping out of school.

The program focuses on making sure our members have the tools they need when the school year starts, most notably social confidence, time management, goal setting and high school preparedness. In celebration of the BE READY initiative – the summer component for eighth, ninth and tenth graders who participate in BE GREAT: GRADUATE – we took part in the world’s largest “Wake-Up Call” in Union Square. More than 125 Madison youth of all ages completed an obstacle course that symbolized the everyday hurdles our kids must avoid in order to excel in school. At the completion of the course our members experienced “graduation” by putting on a cap and gown and receiving a diploma (p.6).

In the pages ahead, you will learn about the fantastic achievements of two members from the Thomas S. Murphy Clubhouse in Brooklyn. Anthony Morris’ exemplary participation in clubhouse activities has earned him a well-deserved scholarship for college. You will also read about Keleicia Francis, a 2011 Youth of the Year, who got a leg up in her career by securing an internship at Ipreo, a data solutions firm.

To continue to provide our youth with the programs and facilities they deserve, we have hosted numerous events like the Purses & Pursenalities luncheon and Brooklyn & Bronx Board Grand Gala dinners. These events not only raised money for Madison, but also awareness of our mission of providing a safe and nurturing environment for our members.

The next few months will showcase Madison at its finest. Two events will take place: Steak N’ Burger and our signature event of the year, the Christmas Tree Ball. We invite you to join us in celebrating our members.

Sincerely,

Joseph Patuleia
Anthony Morris, a six-year member of our Thomas S. Murphy Clubhouse, has proven himself to be a dedicated clubhouse leader by participating in programs such as Job Readiness, Youth Empowerment and Keystone Club. In his time at the clubhouse, he also completed the Darden Recipe for Success program, earning the status of “Darden Scholar.” Anthony is the proud recipient of a $3,000 scholarship courtesy of the Darden Foundation.

To earn this prestigious award, Anthony completed a Darden workshop that focused on pursuing post-secondary education and career path exploration through academic planning and scholarship research tips. We commend Anthony and wish him luck with his future endeavors!

Kelecia Francis, a long-time member of the Thomas S. Murphy Clubhouse, was selected as a 2011 Youth of the Year because of her demonstrated excellence in her clubhouse, community and academics. Kelecia speaks passionately about her time at her clubhouse, calling it a place she “can call home.” She is most appreciative of Madison’s help in securing an internship, offering her a head-start on her peers. Kelecia’s summer assignment recently finished at Ipreo, which provides market intelligence and communication tools to investment banks and other financial institutions.

Her first taste of work experience in an office setting instilled a desire for excellence and a work ethic that will stay with her as she enters the job force after graduation. Kelicia is currently a freshman at Drew University in New Jersey.

Madison is grateful to the Warnaco Foundation for its continued support of our Summer Teen Nights program. Our clubhouses provided a safe-haven and stayed open for three extra hours, three nights a week. Each evening, almost 200 teens received guidance and took part in structured activities such as basketball tournaments, trips to sporting events, cookouts and fine arts classes. We extend our deepest appreciation to the Warnaco Foundation.
**COLUMBUS CLUBHOUSE**

August 5th marked the end of Blues Week at our Columbus Clubhouse, but none of our members were “singing the blues!” The day was spent with 12 volunteers from Deloitte Touche who joined us in celebrating the arts. The Deloitte staffers helped the clubhouse youth put the final touches on a series of dance numbers and performances that were part of the celebration. These volunteers did not miss a beat and jumped right into the fun by learning the dance steps choreographed by the Columbus dance instructors.

It was an amazing day of teamwork between 100 clubhouse youth and the volunteers, showcased by a riveting rendition of Janet Jackson’s Rhythm Nation. In addition to putting on their dancing shoes, the volunteers helped foster a love of the arts and stressed the importance of physical fitness by engaging in arts & crafts and gym sessions with all age groups.

Visit http://www.flickr.com/photos/msbgc/ to see photos from the Deloitte visit to the Columbus Clubhouse.

**JOEL E. SMILOW CLUBHOUSE**

Even on what was arguably the hottest day of the summer, more than 100 members of the Joel E. Smilow Clubhouse braved the heat outdoors. The kids, along with a group of gracious volunteers from Goldman Sachs ventured into nearby Crotona Park to enjoy a day of fun in the sun.

Fifteen professionals joined clubhouse staff in offering encouragement and helpful coaching to our youth with activities such as kickball and relay races. After working up a sweat, the group was ecstatic to run through the sprinklers to cool off, a time-honored New York City tradition.

The day ended with the perfect reward on a hot day—a swim session back at the Clubhouse!

Want to become a corporate supporter? Call Heather Varian at (212) 760-9600 ext. 214 to find out how your company can help impact the lives of thousands of New York City youth.
A new dance facility was desperately needed at the Thomas S. Murphy Clubhouse and now the clubhouse dancers’ wish has been granted! Thanks to the generosity of the Lowe’s Charitable and Educational Foundation, Madison was able to renovate and reinvigorate the clubhouse’s Dance Studio. To mark this occasion, a ribbon-cutting ceremony took place on June 23rd. It was attended by officials such as Kevin Parrish, Land Use and Community Coordinator, Office of the Borough President Marty Markowitz. Wayne T. Packer, Lowe’s Regional Human Resources Director and employees of the Lowe’s store near the Kings Plaza Mall in Brooklyn were also in attendance.

At the event, the dance troupe got their first look at the modern studio and delivered the first-ever performance in the new space. The studio has a brand new wood floor, ceiling, dance bar and mirrors.

Dance is very important to the youth at the Murphy Clubhouse. A studio that members take pride in helps to facilitate a program that teaches important life lessons, such as communication and mechanisms for dealing with life’s stresses as well as maintaining a healthy lifestyle and positive self expression.

To thank Lowe’s for their wonderful support, clubhouse members conceptualized and created a sculpture made of materials from the original space.

How do you kick off the summer in style? Our Navy Yard Clubhouse answered that question by attending an End of School Year Report Card Party hosted by G.H. Bass.

More than 115 members of the Navy Yard Clubhouse joined Bass employees in a fun-filled day of food, music, dance, sports, arts & crafts, pony rides, face painting and exhilarating jumping in an inflatable bouncy house.

Collecting report cards, which doubled as admission tickets to the celebration, allows Madison to accurately track significant educational progress – ensuring that our members are staying on a positive path toward academic success.

The party was an appropriate ending to the school year, in which our youth put their best foot forward in the classroom and excelled.

We can’t wait to see what our members can accomplish in the upcoming school year!
To call attention to the widening gap in America between the millions of youth who graduate from high school and their peers who do not, Madison youth took part in a “Wake-Up Call” in Union Square on August 4, 2011.

The event symbolized the idea behind the Be Ready initiative, which uses early warning signs (attendance, behavior and course failure in school) to identify at-risk kids, and give them a wake-up call to get back on track. The teens work with clubhouse staff to develop the academic, emotional and social skills needed to achieve success as they transition to high school and beyond.

Madison Square Boys & Girls Club partnered with Boys & Girls Clubs of America and AT&T to remind hundreds of Madison members that distractions must be avoided in order to achieve academic success. More than 125 of our youth completed a creative obstacle course constructed to dramatize kids’ daily routines that challenged them to avoid disturbances that could impede their pursuit of a diploma.

Grammy award-winning singer-songwriter-actress Kelly Rowland joined in the festivities by ringing the morning alarm, officially opening the course. Madison’s Youth of the Year from the Navy Yard Clubhouse, Natavia Louis and Ms. Rowland read aloud the “BE READY” commitment. At the finish line, Ms. Rowland joined in tossing caps into the air, symbolizing graduation.

To keep the good vibes flowing, the dance troupe, “Divercity,” from the Columbus Clubhouse performed a rousing two-song routine, choreographed by member Priscilla “P-Star” Diaz.

A select group of members will be part of a documentary on the AT&T U-Verse cable system, called “Inspire,” airing this fall.

The day was memorable for all who attended and our members will be able to take the lessons they learned and apply them each day as they strive for educational excellence in the upcoming school year.
At the Purses & Pursenalities event, Jane Hanson, NBC4; Eric Javits, Designer, and Julie Dannenberg, Publisher, Avenue Magazine, prior to the silent auction where more than 300 guests bid on the season’s hottest handbags.

Executive Director Joseph Patuleia and event Co-Chairs Barry Bregman and Scott Orenstein with two Club Members during a pre-game ceremony at Madison’s annual Yankee game outing attended by more than 200 Madison youth.

New Board President Michael Geltzeiler and The Honorable Bruce S. Gelb, Vice Chairman of the Board with Madison’s 2011 Youth of the Year (from left) Christian Guillen (Columbus), Keleicia Francis (Thomas S. Murphy), Natavia Louis (Navy Yard) and Richard McBride (Joel E. Smilow)

New York Jets Offensive Lineman D’Brickashaw Ferguson discusses the finer points of choreography with the Columbus Clubhouse Dancers at the Bronx Board Grand Gala at Villa Barone Manor.

Keith Brauer, Vice President, Human Resources and Dr. Clifford Marbut, MD from Health Plus with Cleo Dixon, President, Brooklyn Board of Directors at the Brooklyn Grand Gala in June.

BC Tieste, Jeff Reidenouer and Dan Salvatore prepare to tee off at the picturesque Sleepy Hollow Country Club in Westchester for Madison’s annual golf tournament.

For more information or to learn about our special events, contact Director of Special Events Hillary Manski at (212) 760-9600x224 or hmansi@madisonsquare.org
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.

Share in the season of giving and make a gift that will save and enhance a child’s life.

Three easy ways to make a gift:

- Visit www.MadisonSquare.org
- Call (212) 760-9600
- Use the enclosed envelope