OLYMPIAN
MICHAEL PHELPS
KNOWS GREAT
FUTURES START
HERE

www.madisonsquare.org

SPRING 2012
EXECUTIVE DIRECTOR’S MESSAGE:
“It Just Takes One”

IT JUST TAKES ONE...SUCH A SIMPLE YET IMPACTFUL STATEMENT. And each time I hear it I am reminded of the story of a man, who was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean. Approaching the boy, he asked, “What are you doing?” The young boy replied, “Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don’t throw them back, they’ll die.” “Son,” the man said, “don’t you realize there are miles and miles of beach and hundreds of starfish? You simply can’t make a difference!” After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf. Then, smiling at the man, he said, “I made a difference for that one.”

You too can be the one that makes a difference in the lives of over 5,000 children the Madison Square Boys and Girls Club serves every year. All it takes is one caring adult, one Clubhouse, and most importantly one gift to make a difference in the life of a child. Because of the generous gifts we receive from supporters like you, Madison is able to provide opportunities for some of the city’s most disadvantaged children.

All it takes is ONE caring adult, ONE Clubhouse, and most importantly ONE gift to make a difference in the life of a child.”

You will read about some of these opportunities in this newsletter, and I hope you will take pride in how your gifts have made, and will continue to make, a difference. You can rest assured that we will continue to steward your financial gifts directly towards impacting children, because Great Futures Start Here at Madison.

I thank you so much for your continued friendship and support and urge you to remember that, It Just Takes One…It Just Takes You!

Warmest Regards,

Joseph Patuleia
Dreams Come True for Madison Swimmers!

IN A NEIGHBORHOOD DEVOID OF POOLS, PARKS, AND RECREATIONAL FACILITIES,
Madison’s Joel E. Smilow Clubhouse and its aquatics program have become a community beacon for hundreds of at-risk youth every day. Led by Edwardo Oyola, the aquatics program provides kids with the opportunity to have fun and to learn valuable, life enhancing skills.

One of the main aquatics programs is generously funded by the Michael Phelps Foundation. The im program is designed to encourage healthy and active lifestyles for participants by offering water safety courses, recreational pool activities, and swim training as well as health and wellness education. Joel E. Smilow Clubhouse is proud to be one of the 28 Clubs nationwide selected to run the Michael Phelps im program and was even more thrilled when Michael Phelps himself came to visit recently.

Michael spent time speaking with a group of children where he shared with them his list of goals he made for himself at the age of 12. “My swim coach never gave up on me, the way I know your swim coach will never give up on you. If you have a dream, believe in yourself because I know you can make it come true.”

“" If you have a dream, BELIEVE in yourself because I know you can make it come true.”

For one member of the Dolphins Swim Team, Michael’s words rang true. “If it weren’t for my Coach, Eddie, and the swim team here at Smilow, I would be just like my friends: either in jail or dead.” Says 18-year-old Joseph Rochez. “He never gave up on me and because of him, I have a future.”

FACTS ABOUT THE AQUATICS PROGRAM:
The Dolphins Swim Team is one of only three USA Swimming registered teams in the Bronx and runs the largest minority swim program in New York City.

The Lifeguard Training program supports Madison’s Employment and Career Exploration program area which helps to develop essential skills for workforce success.

Instructional Swimming Lessons for all levels and Recreational Activities are offered throughout the year for hundreds of Club members.
NBA Players Give Back to Madison Community

CARMelo ANTHONY, CHRIS PAUL, DWAYNE WADE, AND LEBRON JAMES
visited the Navy Yard Clubhouse to deliver food, toiletries, and personal items to more than 800 disadvantaged families in the surrounding neighborhood during this past holiday season. The players also took the time to interact with the members of the Navy Yard Clubhouse, taking pictures with the kids and signing autographs. The meals were provided through a joint effort with the Carmelo Anthony Foundation and Feed the Children.

Columbus Clubhouse Celebrates Youth Empowerment

THE YOUTH EMPOWERMENT PROGRAM recently worked on a very special community service project focused on a series of videos called “My Story”. Members shared their personal life stories in forms other than spoken word. Race, religion, oppression, repression, discrimination, and sexism were all topics covered in the videos that were presented at a special viewing for families and friends. The filmmakers were encouraged to address topics that were not discussed on a daily basis within society and would make people think about how their decisions and actions affect others.

To view these fantastic and moving videos, please visit our website: www.madisonsquare.org.

A special thanks to Vivendi for sponsoring our technology program.
Turf Field Brings Renewed Excitement for Clubhouse Recreation Program

THANKS TO THE HEISMAN TROPHY TRUST, the Thomas S. Murphy Clubhouse received a new athletic field this past fall which allowed for the first ever outdoor Flag Football League. More than 60 members, ages 10-13, took part in the eight week program that culminated in a championship.

While there were several highlights of the season, the fact that almost half of the league consisted of young women proved inspiring. Madison is thrilled to be able to provide young women with a chance to be not only part of a team, but part of a sport that is primarily male-dominated. The team atmosphere allowed for a fun and creative fitness activity and, most importantly, a place to build social skills and individual confidence.

“I loved it!” said 12-year old Cailan. “I can’t wait to play again...especially because we got to play outside on the nice turf.”

Clubhouse Members Show Off Their Fashion Designs for American Eagle

FOR THE PAST TWO YEARS, AMERICAN EAGLE has supported educational programming in the Clubhouses and has become an important part of the Madison family.

Ms. Aleafthea Sapp, the Cultural Enrichment Director at Thomas S. Murphy Clubhouse, took a group of budding fashion design Clubhouse members to the American Eagle design studio in New York City. Members were treated to a tour of the design studio and meetings with key production and design staff. The Madison kids were also able to showcase their own designs. The members were given feedback on their designs and were involved in discussions about upcoming trends and careers in the fashion industry.
MEET THE 2012 MADISON SQUARE BOYS & GIRLS CLUB YOUTH OF THE YEAR!

YOUTH of the YEAR

JUANITA PHIDD
- 14-year-old freshman at S.T.A.R. Early College High School at Erasmus in Brooklyn.
- Thomas S. Murphy Clubhouse Member for 5 years.
- President of the Clubhouse Torch Club.
- After high school, Juanita intends on graduating from college and becoming an obstetrician.

TRU GARLAND
- 17 year-old senior at the John F. Kennedy High School.
- Joel E. Smilow Clubhouse Member for 2 years.
- He has participated in Keystone, Empowerment, and Passport to Manhood.
- Serves as starting point guard and captain for the Smilow Rens basketball team.
- After high school, Tru plans on pursuing a business degree with a focus on pre-law.

CRYSTILE CARTER
- 18-year-old senior at the Performance Conservatory High School.
- Columbus Clubhouse Member for 10 years.
- She is a star dancer in the Columbus Clubhouse Dance Team. She is also a member of Keystone and has taken part in: Project Graduate, Cooking Club, Art Club, Job Readiness Training, and Money Matters.
- Crystile is currently employed at Columbus as a Safety Monitor.
- After high school, Crystile plans on becoming an NYPD Officer.

ISAIAH FRECTION
- 16-year-old senior at Susan S. McKenney High School.
- Navy Yard Clubhouse Member for 7 years.
- Member of the Men’s Varsity Basketball Team.
- He is currently a Physical Education Assistant at the Clubhouse. Prior to his recent employment, Isaiah volunteered as a gym assistant for three summers in a row.
- After high school, Isaiah plans to attend college and pursue a career as an Athletic Trainer.

LEFT TO RIGHT: CRYSTILE CARTER, JUANITA PHIDD, ISAIAH FRECTION, AND TRU GARLAND.
2011 Christmas Tree Ball

CIPRIANI 42ND STREET WAS HOME TO THE 45TH ANNUAL CHRISTMAS TREE BALL held on Friday, December 2, 2011. Thanks to our dedicated Christmas Tree Ball co-chairs, Don Devine, Ken Marlin, Scott Orenstein, and Matt Petersen, the evening was a tremendous success and raised over $1 million. The generous support of all involved allows Madison to turn potential into promise for more than 5,000 New York City’s at-risk youth.

One of the highlights of the evening was the six members from the Thomas S. Murphy clubhouse who shared their hopes and professional dreams for the future, bringing to life Madison’s tagline, Great Futures Start Here. Dressed as the professionals that they will someday become thanks to Madison’s support and guidance, these extraordinary members appeared as a judge, marine biologist, architect, real estate agent, police officer, and hair salon owner.

A special thank you to our dedicated Corporate Partner WARNACO.


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.