Dear Friends,

It’s been another amazing year at Madison Square Boys & Girls Club! Thanks to the generous financial support of foundations, corporations and individual donors like you, we’re able to make a difference in the lives of more than 5,000 children and young adults in New York City.

But is it possible to quantify that difference? On the following pages, you’ll see just that.

Since our inception over 125 years ago, we’ve made it our mission to provide programs to kids in areas of the city most in need of our services, and as you’ll see in this year’s Annual Report, the need is vast and the reality is stark.

Unemployment is high, education budgets are being slashed, and positive role models are scarce. But in this time of economic austerity and abundant challenges, Madison Square Boys & Girls Club is making up the difference, bridging the gap and providing our many members with opportunities to broaden their horizons, achieve their goals and realize their full potential.

There is strength in numbers, and the Madison Square Boys & Girls Club remains as strong as ever. On behalf of our Board of Trustees and our 5,000 young members who your donations support, thank you for investing in our next generation of leaders.

Sincerely,

Myles D. Gillespie
President

Joseph Patuleia
Executive Director
Madison Square Boys & Girls Club

At a Glance . . .

• 4 Clubhouses
• 3 After-School Sites
• 99% minority membership
• 87% of members receive some form of public assistance
• Annual dues only $5
• 5,000+ NYC youth served
During challenging economic times when education budgets are getting slashed, the Madison Square Boys & Girls Club is there to bridge the gap and make the critical difference in the academic lives of New York City youth in need. Clubhouses offer an array of education enhancement services including homework help, technology and literacy mentoring, and enrichment programs for members as young as six to high school-aged students seeking to access the opportunities offered by higher education.

Our **Explorers Academy** features programming tailored to members between the ages of 6 and 9 years old with the goals of inspiring increased effort on homework, improved attitude toward learning, and greater parent involvement. In the 2010 Fiscal Year:

- **95%** of Explorers were promoted to the next grade level
- **77%** improved or maintained their homework grades
- **76%** demonstrated positive attitudes toward education
- **91%** met or exceeded the school attendance average

Of **Juniors Academy** (ages 10 to 13) members who attended the Club three or more times each week:

- **92%** were promoted to the next grade level
- **77%** improved or maintained their homework grades
- **82%** demonstrated positive attitudes to education
- **88%** met or exceeded the school attendance average

**BY THE NUMBERS**

High School Graduation Rate in neighborhoods served by Madison Square Boys & Girls Club

- **44%** Madison Square Boys & Girls Club Project Graduate High School Graduation Rate
- **86%**

* NYC High School Graduation Rate Source: NYC Department of Education 2009 Report
Core Area 2

Character & Leadership

Members of Madison Square Boys & Girls Club are encouraged to dream big and serve as role models to their peers in the Clubhouse and throughout the local community.

There are no better examples of Madison leaders than our 2010 Youth of the Year: Wayne Reyes (Joel E. Smilow Clubhouse), Ronnie Spears, Jr. (Columbus Clubhouse), Leilani Velasquez (Navy Yard Clubhouse) and Kawasi Frederick (Thomas S. Murphy Clubhouse and Madison Square Boys & Girls Club Youth of the Year). These young individuals have overcome incredible challenges to emerge as leaders who exemplify the great things that are possible when young men and women are encouraged to achieve their full potential at the Club.

BY THE NUMBERS

4

Youth of the Year are selected annually — one from each of our Clubhouses — as individuals who stand out as positive role models at the Club and in the community.
Core Area 3

Health & Life Skills

Our Health & Life Skills initiative aims to educate youth in the importance of a healthy lifestyle and constructive behaviors that nurture well-being. Clubhouses offer health programming comprised of workshops, lectures and film screenings that bolster this message. Youth are also given access to a nutritious meal each day from our Kids Cafe program.

Madison Square Boys & Girls Club offers specific programming designed to instill healthy behaviors in growing adolescents.

SMART Girls is a health, fitness, education and self-esteem enhancement program designed to meet the developmental needs of girls between 10 and 12 years of age. In tandem with SMART Girls, the Passport to Manhood program teaches responsibility and positive behavior to boys between 10 and 12 years old.

Every year, each of our Clubhouses conducts a Community Health Fair to showcase the benefits of healthy living to residents of the greater community.

BY THE NUMBERS

1 in 5
New York 9th through 12th graders report being physically or sexually abused by a dating partner

60% reduction
in dating violence when young people are taught about healthy relationships

46% reduction
in the number of youth who use illegal drugs when matched with a positive role model or mentor.

Source 3: NYSCCF, “Tracking Recent Teenage Pregnancy and Birth Rates”
Core Area 4
Sports & Fitness

With locations in areas of New York City where childhood obesity is rampant and nutritious food can be difficult to obtain, the Madison Square Boys & Girls Club combats unhealthy habits with a robust array of sports and fitness activities designed to get kids up, moving and in shape. Leisure activity also serves as an opportunity for our members to learn the importance of teamwork and commitment.

**BY THE NUMBERS**
Overweight incidence and obesity in New York City youth

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total New York City Youth</td>
<td>40%</td>
</tr>
<tr>
<td>Areas served by the Madison Square Boys &amp; Girls Club</td>
<td>61.7%</td>
</tr>
</tbody>
</table>

NYC Community Health Survey, 2008

Our **Triple Play** program is a multi-faceted initiative designed to help young people pursue an active lifestyle, form positive relationships and handle stress in constructive ways. Last year a total of **512** youth enrolled in the program which led to increased fitness participation.

Our Joel E. Smilow Clubhouse and Thomas S. Murphy Clubhouses have a swimming pool on-site, and our **Aquatics Program** stands as one of the most popular activities for our members, with nearly **150** youth participating. Our Aquatics Program hosts some of the largest predominantly minority swim meets in the Northeast and connects older youth with employment as lifeguards.

Establishing healthy patterns of behavior and stressing a commitment to an active lifestyle are central to our work and vital to ensuring our young members grow into strong adults.
Club members are presented with a full spectrum of engaging activities designed to pique their innate curiosity, encourage their talents, expose them to new experiences and enhance interpersonal skills. Programs in visual and performing arts, table and board games and culinary programs are just a few of the opportunities available — in communities where cuts to education have hurt the most.

In addition to a diverse spectrum of daily activities for our members, our Clubhouses also offer kids the ability to let their talents shine by taking part in more involved projects.

Youth participate in our Triple Play program, which stresses teamwork and collaboration as necessary components of a well-balanced life.

More than 80 teens at our Columbus Clubhouse took part in set construction and costume design in preparation for a Black History Month performance.

Our Thomas S. Murphy Clubhouse presented its 17th Annual Community Fashion Show at the Kings Plaza shopping mall in Brooklyn featuring the talents and support of 36 Club members and 24 alumni.

BY THE NUMBERS

$500 million in education cuts for the New York City 2010-2011 school year

When education budgets are slashed, programs in the arts, theater and music are the first to be downsized.

Preparing young people for life as contributing members of society and the workforce is a top priority at Madison Square Boys & Girls Club. In the wake of a down economy, we know it’s more important than ever to communicate to our kids the skills to obtain and maintain gainful employment.

Older members of our Clubhouses are exposed to activities focused on resume writing, interview tips, summer internships, and dressing for success.

Last year, Club members at our Thomas S. Murphy Clubhouse presented a job fair that exposed youth to guest speakers including a nutritionist, a computer webmaster and a television programmer for MTV.

BY THE NUMBERS

12.5% unemployment in the Bronx

10.2% unemployment in Brooklyn

The communities served by the Madison Square Boys & Girls Club have the highest rates of unemployment in all of New York City.

* Source: NY1, “Bronx Has City’s Highest Unemployment Rate,” June 2010
PROGRAM HIGHLIGHTS

The 2010 Fiscal Year was filled with a host of exciting programs that engaged our members both at our Clubhouses and in the greater community.

Madison Square Boys & Girls Club is honored to have been named **1 of 10** Boys & Girls Clubs across the nation to be part of **Be Great: Graduate**, a pilot program designed to strategically address the high school drop out crisis.

Our **Project Graduate** program is committed to giving our members the tools they need to obtain a high school diploma and pursue higher education. Last year, Project Graduate connected members with **42 college preparatory workshops**, 7 college tours and the ability to participate in **Madison University**, a retreat in the Hudson Valley designed to give students a taste of the college experience with dorm assignments, a meal plan and a schedule of five classes.

At the heart of our Character and Leadership programming are our **Torch Clubs** (ages 11-13) and **Keystone Clubs** (ages 14-18). Last year, the groups planned and conducted a number of activities and community service projects including a **“World Love Day” dinner-dance** that raised over **$2,000 for Haitian earthquake relief**. Concerned that many single parents living in the neighborhood had little time to read to their children, members of our Navy Yard Clubhouse participated in one-on-one reading sessions with young children (ages 3-5) at the Hanson Place Child Development Center. Kids from our Columbus Clubhouse led a conversation on the dangers of gateway drugs with more than 20 of the Van Nest Public Library’s after-school participants.

Our **2010 Youth of the Year Reception** was hosted by **Microsoft** at their Manhattan offices and brought together this year’s winners, program judges and professional staff to celebrate the accomplishments of all of the program participants.

Our **Empowerment Program** engaged over 200 members last year with activities that promoted responsibility and healthy lifestyles. Columbus Clubhouse members completed a service project in which they handed out bags of food and substance abuse information to parents. Nearly 100 people also signed a contract that day vowing to stay drug-free and teach others the dangers of drug use. Navy Yard Clubhouse kids conducted live public service announcements during their basketball tournament in which they distributed pamphlets and made announcements encouraging peers and parents to avoid drugs and alcohol.
Aspiring artists at our Thomas S. Murphy Clubhouse showcased their original paintings to the community at a gallery show at Capital One Bank in Flatbush, and during difficult economic times, the Warnaco Foundation stepped up and saved the day with a special grant that funded Summer Teen Nights at all of our Clubs. Our talented troupe of Columbus Clubhouse Dancers wowed the crowd at Madison Square Garden during a high-energy performance during a New York Knicks basketball game and an encore performance at the Boys & Girls Clubs of America National Conference in New York City.

An ongoing partnership with Goodwill Game, a summer basketball team comprised of suburban high school students from across Massachusetts, presented Madison Square Boys & Girls Club members with a fun day of sport that also taught valuable lessons about teamwork, sportsmanship and tolerance.

Our fitness and leadership programs found an incredible synergy at our Navy Yard Clubhouse, where more than 150 members organized and participated in a walk across the Brooklyn Bridge. The event marked the culmination of the Club’s summer fitness initiative titled Madison Walks the World — in addition to the three-and-a-half mile walk across the bridge, each member cumulatively walked or ran 30 miles over the course of the summer.

Club members received experiential career training when they participated in mock interview sessions with a store manager from Old Navy in order to develop conversational skills and interview etiquette. Teens at our Columbus Clubhouse attended a Court Careers Workshop where they learned about the roles and responsibilities of legal field employment.

From daily programming to special events, we have an impact on the lives of New York City youth each and every day of the year.
SPECIAL EVENTS

Madison Square Boys & Girls Club is honored to have the support of so many individuals and corporate sponsors whose generous contributions and attendance at our special events allow us to provide programming for more than 5,000 New York City youth each year.

In the 2010 Fiscal Year, we produced a host of special events designed to showcase the great work of our organization while providing a thrilling experience to our donors and their friends.

In December our Youth of the Year Ambassador and aspiring artist Kristin Mason had the honor of presenting music legend Dionne Warwick with an original portrait at our Christmas Tree Ball. Our Theater Benefit engaged patrons of the arts, while our Golf Outing allowed more than 100 fans of the sport to spend an afternoon on the links at the Sleepy Hollow Country Club.

Our 2010 Youth of the Year were formally fêted during our Hope and Opportunity Dinner honoring G. H. Bass & Company President Scott Orenstein and Board Trustee John E. Grimm III.

And in September, we welcomed more than 300 fashionable ladies to the latest edition of our popular Purses & Pursenalities luncheon featuring scores of designer handbags available for purchase — all in support of Madison Square Boys & Girls Club programs. Fox 5 News anchor Rosanna Scotto hosted the event honoring Barry Kieselstein-Cord, Douglas Hannant, and Kim Renk-Dryer of Sequin.
CORPORATE SUPPORTERS

Special thanks to the stalwart corporate supporters whose financial commitment to Madison Square Boys & Girls Club helps make our work possible.

Madison Square Boys & Girls Club is proud to count G. H. Bass & Company among our strongest supporters. Through robust support of our special events and a demonstrated dedication to providing our Clubhouses with the funding they need to provide programming to thousands of youth from some of the most disadvantaged communities in New York, G. H. Bass & Company has shown an unflinching allegiance to the Madison mission and a deep commitment to our next generation.

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’s support of the Madison Square Boys & Girls Club helps our young people lead happy, healthy and productive lives.

Lowe’s supports the communities it serves through programs that focus on K-12 public education and community improvement projects. Lowe’s Heroes employee volunteers support local community projects. Thanks to a grant from Lowe’s, the third floor of our Thomas S. Murphy Clubhouse received a full renovation, transforming a space in need of repair into a state-of-the-art dance and fine arts studio to nourish the burgeoning talents of our young members.

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 Square Boys & Girls Club’s Computer Literacy Program, which focused 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 Warnaco Foundation has demonstrated an inspired commitment to Madison Square Boys & Girls Club with ongoing support of our academic enhancement initiatives and focus on excellence in education. In 2010 the Warnaco Foundation went above and beyond, renovating the Teen Center at our Joel E. Smilow Clubhouse, providing funding that allowed all our Clubhouses to operate Summer Teen Nights and matching money raised by our members in response to the devastating earthquakes in Haiti.

The New York Yankees have been outstanding supporters of Madison Square Boys & Girls Club, partnering with us on programs at our Columbus and Joel E. Smilow Clubhouses in the Bronx. In fiscal year 2010, the Yankees gave our members a lifetime memory when they brought their World Series Trophy to our Clubhouses. The team’s momentous hospitality and ticket donations have given hundreds of young men and women in our programs the opportunity to experience the joy, excitement, and community of live sporting events.
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Madison Square Boys & Girls Club offers our deep gratitude for the generous contributions of the following donors whose selfless support allows us to persevere in our mission.

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LVM Group Inc.
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Scott M. Peeler
In Honor of Babette DeFelice
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In Honor of Robert Nemeth
Dan Aron
Dawn Egan
In Honor of Murray Stark
Langsam Property Services Corp
In Memory of William Steinberg
Burton A. Klayman
Kathryn B. Williams
In Honor of Barbara Taylor
Gayle Bock-Roddy

Bequests and Estate Gifts
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Ruby B. Fleming
Erna Ross

We are also grateful for major support from the following public agencies:
New York City Department of Youth and Community Development, Out of School Time Program
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
New York State Department of State, Community Services Block Grant
New York State Department of Education, Special Legislative Initiative

The Madison Square Boys & Girls Club is a founding member of the Boys & Girls Clubs of America, and we wish to express our gratitude for this strong, ongoing partnership.
## FINANCIAL HIGHLIGHTS
### FISCAL YEAR ENDED SEPTEMBER 30, 2010

### OPERATING REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>FY 2010</th>
<th>Percentage</th>
<th>FY 2009</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation, Corporate &amp; Individual Contributions</td>
<td>2,271,646</td>
<td>31%</td>
<td>2,393,557</td>
<td>32%</td>
</tr>
<tr>
<td>Special Events [Net of Direct Costs]</td>
<td>1,411,981</td>
<td>19%</td>
<td>1,028,397</td>
<td>14%</td>
</tr>
<tr>
<td>Government Grants</td>
<td>1,713,385</td>
<td>23%</td>
<td>1,687,812</td>
<td>23%</td>
</tr>
<tr>
<td>Investment/Endowment Support</td>
<td>1,232,873</td>
<td>16%</td>
<td>1,578,882</td>
<td>21%</td>
</tr>
<tr>
<td>Estates, Trusts &amp; Bequests</td>
<td>710,296</td>
<td>9%</td>
<td>619,209</td>
<td>8%</td>
</tr>
<tr>
<td>Rental/Fees/Services</td>
<td>163,821</td>
<td>2%</td>
<td>143,313</td>
<td>2%</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING REVENUES</strong></td>
<td>$7,504,002</td>
<td>100%</td>
<td>$7,451,170</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Note:** Operating Revenues do not reflect:

- Investment Income / Unrealized (Losses)

### OPERATING EXPENSES

#### PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Area</th>
<th>FY 2010</th>
<th>Percentage</th>
<th>FY 2009</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Guidance</td>
<td>3,450,449</td>
<td>46%</td>
<td>3,508,406</td>
<td>47%</td>
</tr>
<tr>
<td>Social Activities &amp; Recreation</td>
<td>1,524,346</td>
<td>20%</td>
<td>1,341,286</td>
<td>18%</td>
</tr>
<tr>
<td>Physical Activities</td>
<td>1,000,971</td>
<td>13%</td>
<td>1,007,699</td>
<td>13%</td>
</tr>
<tr>
<td>Management &amp; Operations</td>
<td>749,138</td>
<td>10%</td>
<td>1,057,085</td>
<td>14%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>811,624</td>
<td>11%</td>
<td>574,390</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>$7,536,528</td>
<td>100%</td>
<td>$7,488,866</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Note:** Operating Expenses do not reflect:

- Depreciation

**Excess of Operating Income Over Expenses**

<table>
<thead>
<tr>
<th>FY 2010</th>
<th>Percentage</th>
<th>FY 2009</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>($32,526)</td>
<td>100%</td>
<td>($37,696)</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Income and Other Sources:**

- Investment Income / Unrealized (Losses)

**Expenses:**

- Depreciation

**Note:** Operating Revenues do not reflect:

- Investment Income / Unrealized (Losses)

**Expenses do not reflect:**

- Depreciation
OPERATING REVENUE FISCAL YEAR 2010

Total: $7,504,002

- $1,232,873 Investment / Endowment Support (16%)
- $710,296 Estates, Trusts & Bequests (9%)
- $2,271,646 Foundation, Corporate & Individual Contributions (31%)
- $1,713,385 Government Grants (23%)
- $1,411,981 Special Events (Net of Direct Costs) (19%)
- $163,821 Rental / Fees / Services (2%)
- Total: $7,504,002

OPERATING EXPENSES FISCAL YEAR 2010

Total: $7,536,528

- $3,450,449 Education & Guidance (46%)
- $1,524,346 Social Activities & Recreation (20%)
- $1,000,971 Physical Activities (13%)
- $749,138 Management & Operations (10%)
- $1,000,971 Physical Activities (13%)
- $811,624 Fundraising (11%)
- $3,450,449 Education & Guidance (46%)
- Total: $7,536,528
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Your financial support makes the work of the Madison Square Boys & Girls Club possible. To find out more about how you can make a direct impact in the lives of New York City youth, contact Director of Development Salina Muellich at (212) 760-9600 ext. 209 or email smuellich@madisonsquare.org

“Madison Square Boys & Girls Club” youtube.com/madisonboysgirlsclub

LOCATIONS

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New York, NY 10118
Phone: (212) 760-9600
Fax: (212) 760-0338

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Fax: (718) 584-1897

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Fax: (718) 855-4373

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Fax: (718) 778-0492

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Madison Square Boys & Girls Club 2010 Annual Report • Editor/Writer: Gregory T. Angelo • Printer: Printech
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.