CORONAVIRUS (COVID-19) RESPONSE, RECOVERY, AND RESILIENCY IMPACT REPORT

Executive Summary:

Operating for 136 years, Madison Square Boys & Girls Club has persevered throughout the currents of history, buoyed by our steadfast commitment to youth. And, yet, the refrain of the day, “we are living in unprecedented times,” rings true for our Club. Alongside fellow New Yorkers and individuals throughout the world, we’ve been monitoring the evolution of COVID-19. Most important, however, we’ve been tuning in to the voices of our families to learn of their concerns and see how we can translate their hardships into actionable solutions.

In accordance with the New York State mandated shutdown of nonessential businesses, and in concert with the New York City Public Schools, Madison temporarily suspended all in-person programming beginning on March 17. In turn, we have rapidly pivoted our operations to focus on how we can continue to provide critical services to our communities outside the physical Clubs. For our members, we transitioned programming to the digital world, hosting an array of creative, educational and recreational opportunities through our Virtual Afterschool Program. Equally important, for our parents, Madison has become a trusted source of support and aid. We have implemented a food distribution program at all of six of our locations and are conducting regular outreach, offering guidance on how parents can access available resources and navigate the ambient stress.

As always, we could never accomplish our work without the unwavering and generous dedication of our partners. To all of our donors—and in particular, those who have stepped forward in support of our COVID-19 Emergency Relief Fund—we appreciate you, and we thank you.
Virtual Afterschool Program:

“*We would like to give our heartfelt thanks to our Madison family. It meant a lot to us to see all our children’s mentors and staff come out to support members and our community in this unprecedented time of COVID-19.*” Madison parent

Continuing our core services, Madison launched a Virtual Afterschool Program on April 1. Each of our Clubhouses hosts multiple activity rooms simultaneously through the Zoom platform from 3-6PM Mondays through Fridays. These rooms provide a means for members to connect with each other, interface directly with Clubhouse staff, and engage in fun activities in a safe, monitored way. Current rooms include:

- **Academic Support Room:** Youth ages 6-12 are invited to ask questions about their homework and participate in math and word games, STEM lessons, trivia, virtual tours of destinations around the world, and more.

- **Recreation/Arts and Crafts Room:** Youth ages 6-12 learn to create a broad range of artwork using common household items and partake in dance sessions, cooking classes, trivia games, and checkers, among other activities.

- **Teen Lounge:** Madison teens hang out, play music, sing, engage in fitness challenges, and participate in movie nights, poetry slams, and dance parties. They also continue programs focused on college access.

- **Health & Wellness Room:** This room provides a space for teens to resume sessions of our evidence-based wellness program, Toward No Drugs (TND). In addition, teens engage in fitness classes, discussions about self-care, stress management, decision making, meditation, and balanced nutrition.

Other Club-wide highlights include:

- Weekly “30 for 30” Fitness Workouts on Wednesday afternoons from 5:30-6PM led by a personal trainer and sponsored by Empire BlueCrossBlueShield.
- Talent shows, dance parties, karaoke nights, and more.

On average, Madison reaches 115 youth daily across all of our sites through our Virtual Afterschool Program. This translates to approximately 23 youth per Club.

Each week our numbers have increased through our persistent outreach and word of mouth, and we believe that we will continue to see exponential growth through the end of June and into the summer.
Food Distribution:

“*The pantry support meant a lot to my family and I. We are saying thank you so much for having our back. This pandemic shall pass and we will not pass with it. You are our hero, we love you!”* Madison parent

During normal operations, families depend on Madison to provide their children with a warm meal and snack each evening. In the current pandemic, food insecurity—affecting every one out of our four New Yorkers—has become one of the largest challenges in our communities. Thanks to the tremendous support of our partners, **Madison is proud to be able to distribute food packages on a weekly basis at each of our sites.** As our staff and volunteers fill bags with fresh produce, canned goods, pantry items, water, and other treats, families line up around the block full of gratitude.

**To date, we have distributed a total of 3,143 bags to individual families with each bag having enough food for four meals. This equates to nearly 80,000 pounds of food!**

<table>
<thead>
<tr>
<th>Clubhouse</th>
<th>Number of Bags Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elbaum</td>
<td>76</td>
</tr>
<tr>
<td>John E. Grimm</td>
<td>1,066</td>
</tr>
<tr>
<td>Thomas S. Murphy</td>
<td>375</td>
</tr>
<tr>
<td>Pinkerton</td>
<td>610</td>
</tr>
<tr>
<td>Joel E. Smilow</td>
<td>661</td>
</tr>
<tr>
<td>Navy Yard</td>
<td>355</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,143</strong></td>
</tr>
</tbody>
</table>

During the food distribution time slots, Madison staff can engage in safe in-person contact with our families, which we have found to be another important touchpoint to share information and resources.

Click [here](#) to see a video of our food pantry in action.

Wellness Check-In Calls and Virtual Parent Nights:

At the core, Madison is one big family, and thus when we closed the Clubs, our first action was to contact our members to check in on their health and wellbeing. Beginning the week of March 16, Club staff began conducting regular outreach to parents and guardians through all modes of communication, including phone calls, emails, and text messages.

**To date, 3,842 wellness check-ins have been conducted.**

It became apparent from the outset that for our families, Madison is a trusted resource, and parents/guardians rely on us to share pertinent information and connect them with key resources. To this end, in addition to the weekly phone calls, we have also implemented Virtual Parent Nights twice a month. These sessions provide a welcome outlet for parents to connect with each other as well as Madison staff, hear updates on the Club, including our latest services, and share their
experiences. Average participation on these calls has been **100 parents**, all of whom have expressed their tremendous gratitude for Madison and its continued presence in their lives.

Through all of our discussions with parents, Madison has been able to determine the following:

- Approximately 30-40% of families report that food insecurity is their number one concern.
- Almost all parents expressed that a major challenge is being able to help their children with their school work.
- Technology is a barrier to many families as most do not have enough devices for each child to be able to participate in all of the virtual opportunities.
- **All parents expressed that their children are restless and need outlets to break up the monotony of the day in addition to homework support during out of school time. They are relying on Madison Square Boys & Girls Club to provide these opportunities.**

**Our charge and our message are clear: We are here for them!**

Click [HERE](#) to hear Madison’s response to COVID-19 on Bronx Talk by Yolanda Roberson, Director of the John E. Grimm III Clubhouse.

Click [HERE](#) to read about Madison’s food pantry in the Bronx with CC Sabathia on MLB.com

Madison’s friends and families have been tuning into our social medial channels. Our impressions during COVID include:

- **Facebook:** 9,816 (2023 followers); **Instagram:** 26,073 (1,233 followers) and **Twitter:** 25,238 (723)

Please visit Madison at our website [www.madisonsquare.org](http://www.madisonsquare.org) and follow us on social media [FACEBOOK](http://www.madisonsquare.org) [INSTAGRAM](http://www.madisonsquare.org) [TWITTER](http://www.madisonsquare.org).

**WITH THANKS**

Madison wishes to express our heartfelt gratitude to our major institutional supporters and all of our generous donors.

For a full list of supporters, please visit [www.madisonsquare.org/covid-19](http://www.madisonsquare.org/covid-19).

To support Madison’s COVID-19 Emergency Relief Fund, please click [HERE](#).