



 **ASPHALTGREEN**  
annual report 2011

## aspire.

Asphalt Green is up to any challenge. Whether it's a member racing her first iron-distance triathlon or an inner-city boy learning to swim, we dream big and support those who aspire with us.



## delivering bright futures through sports and fitness

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I come from a swimming family, so serving as Chairman of the Board at Asphalt Green is, and always has been, a natural fit. My mother was once asked how she kept her sons out of trouble. "I kept them swimming," she replied. Long practices and tough workouts conspired to keep us busy, focused, and yes, better-behaved (most of the time).

As the father of three young girls, I don't need to worry about keeping them out of trouble—yet. But we started them swimming early for equally important reasons—safety, the challenge and satisfaction that come from personal achievement, and, perhaps, a bit of discipline thrown in. Our girls may not be lifelong competitive swimmers, but I know Asphalt Green's fine programs will help to keep them happy, motivated, and strong.

I continue to swim with the Asphalt Green Masters Team. Beyond fitness, friendship, and competition, I see firsthand whether Asphalt Green is delivering on its promise to provide excellence every day. I'm happy to say we are—and we will continue to do so.

Asphalt Green's future is bright and truly exciting. When we open our doors in Battery Park City in 2012, we will reach and work with thousands more New Yorkers, on and off our two campuses. Just one example: our Recess Enhancement Program, which brings a true recess period to 12,500 public school children, will double in the next two years... thanks to our generous donors.

We have much more to do, and we look forward to celebrating more milestones in the coming year. None of our past success and future opportunities would be possible without the support of all of you—who use our facilities, play on our teams, participate in our programs, and support our mission with your generosity.

I also offer sincere thanks to our dedicated Board of Directors, our tireless executive leadership, the talented AG staff, and our many supportive City and other institutional partners.

Together, we are making *sports and fitness for a lifetime* not just an aspiration, but a reality for New Yorkers of all ages, means, and abilities.

Andrew J. Nussbaum

## making people stronger for a lifetime of achievements

Aspire. Achieve. Asphalt Green.

I couldn't think of a more powerful set of words. Asphalt Green is an organization that strives for excellence. We demand it of ourselves, and we expect it of others.

In this year's Annual Report, personal profiles highlight the people and programs making Asphalt Green a force for fitness, health, and social change in New York City.

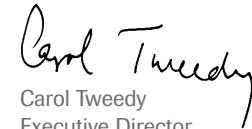
My journey with Asphalt Green began 17 years ago. I had a successful career in social services, helping the neediest New Yorkers empower themselves. When I was approached about Asphalt Green, I remember thinking, "Sports and fitness: that's not really what I do."

Yet, sports and fitness have always played a significant role in my life. As a young girl, learning to compete with the neighborhood boys in punch-ball helped me build confidence. By strong will more than any technique, I went from the slowest swimmer at camp to holding my own with the fastest pack. And now, recreational skiing and working out help me stay strong and have fun as an adult.

Asphalt Green is about making people stronger. We cannot change a person's environment: at work, home, or out and about on the streets of this bustling city. But Asphalt Green equips everyone to face their challenges with determination and strength. Being active is an essential part of being physically and mentally fit—no matter age, circumstances, or predispositions.

I thank you for being a part of our organization, and I hope you continue to aspire and achieve with Asphalt Green in the New Year.

Sincerely,



Carol Tweedy  
Executive Director

p.s. We hope to see you on **Saturday, April 28, 2012** for **The Big Swim®**, our largest community event and fundraiser.



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## bringing recess back to inner-city schools

Growing up in the Bronx, Recess Enhancement Program (REP) Coach Chadrick Simmons never felt like he had an adult to talk to or a safe place to play. He understands too well what inner-city kids are up against. This motivates him to be a strong role model on New York City's most destitute schoolyards.

"REP shows kids that it's important to live a healthy lifestyle and that it can also be fun," says Chad. "It is proof that we can play games anywhere—even in the most impossible spaces."

Before REP, students at P.S. 134 were left to figure out their own games. Now, with Chad, there is always basketball, kickball, jump rope, or freeze tag—often all being played at the same time. The impact is considerable: REP kids are 48% more active than non-REP kids. They are four times less likely to engage in aggressive behavior.

Chad says he also has noticed a difference in his students' behavior off the playground. "The children are more positive while playing with each other: teamwork, respect, and sportsmanship dominate. This goes beyond recess. They return to class ready for the rest of the school day."

## enjoying fitness for a lifetime

Twice a week, thirty seniors from Union Settlement make the journey from East Harlem to Asphalt Green to work out as a group with our fitness instructors.

For many seniors, aging presents new limitations and difficulties in the challenge to stay fit. Asphalt Green, however, meets all individuals where they are; our expertise knows no age limitations.

Blythe Knapp, who leads the strength training workouts, has seen remarkable results from the Union Settlement seniors. She stated that some members of the group "would have given up on life if not for their determination and the fun they have as a group at Asphalt Green." The program has helped several people through difficult surgeries because it is restorative, fun, and manageable.

One of Blythe's students is Ursula Torres, 62, who suffers from three types of arthritis. "If it wasn't for this," Ursula says, "I'd be in a wheelchair." She rarely misses a session. When she began the program three years ago, she was using a walker and a wheelchair. Now she needs only a cane. "It's been a blessing," she says. To her, "It's the greatest thing Asphalt Green has ever done."





## reaching personal bests

In 1958, a teenage Neil Cook left Alphabet City during a long, hot New York summer to take his first job as a camp counselor at a 4-H Camp. It was not just the strawberry and corn farms that amazed him. He also received his calling: teaching others how to be comfortable in the water and excel in athletics.

While earning his Master of Physical Education, he became a fierce competitor himself. He turned to running to get fit and became a 5-minute miler. “I wanted to make myself a better me,” he says. Now the elder statesmen of Asphalt Green’s Triathlon Club—the largest in the Northeast—Neil helps countless others achieve their personal bests.

The club is for everyone, no matter age or ability. Neil helped one member compete again after a work-related fall left him paralyzed from the waist down. He speaks with joy about one 70-year-old member he’s worked with for years. “He brought me to [Ironman] Kona,” Neil says, “where he placed 10th in his age group.”

“My job is to make everyone better than they thought they could be. And that,” he adds, “is the greatest job in the world.”



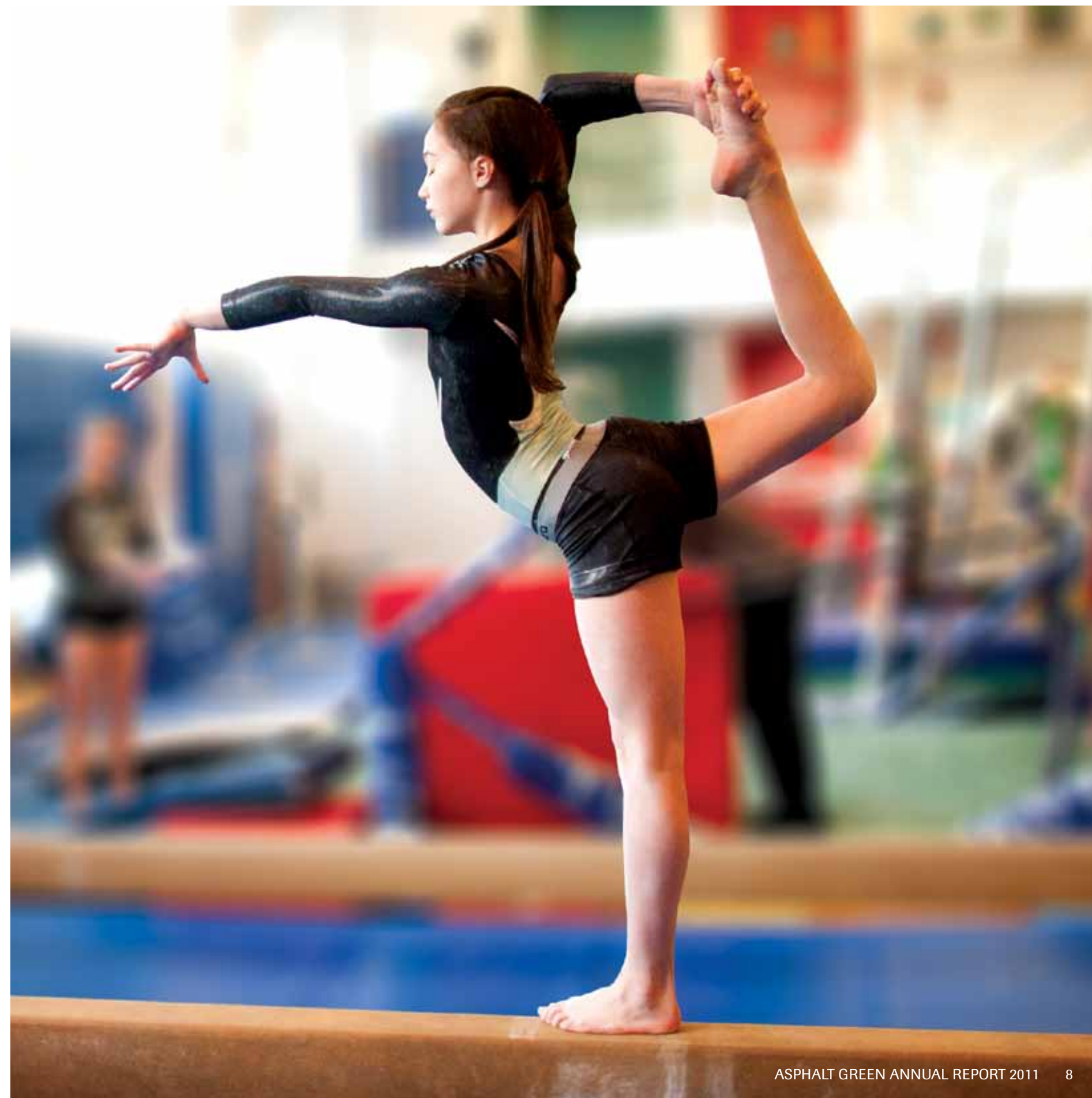
## team sports connects families

Angela Montanez was an 18-year-old mother with a 2-year-old when her ex-husband was incarcerated. That toddler, David, is now in 8th grade. He is captain of Harlem Village Academy’s Flag Football Team, which plays in Asphalt Green’s free Community Sports Leagues for middle school students.

David shares his budding athleticism and love of the game with his father when he visits him. Angela takes him often. “I’m so glad they have this positive thing to share,” she says.

Until his school started playing in Asphalt Green’s leagues, David had never played organized sports. His school has won the CSL Championship the last two years. They practice regularly and hold their players to high standards for behavior. David was named captain because he holds himself to a higher standard too.

Angela is proud of her son. So proud, that she and David’s stepfather, also named David, bring their three younger children to watch the games every Saturday night. They travel to Asphalt Green from 151st Street and 8th Avenue—and haven’t missed a game all season. “I want to be there for my son,” says Angela. “It’s thrilling to watch how this has changed him. He’s confident. He’s lost weight and become stronger. He’s a mentor to the younger kids. He’s done a complete turnaround in school with his grades and his attitude.”





## success begins with opportunity

Latrell Evans is an example of aspiring and achieving. At age seven, he came with his elementary school to learn to swim in our *Waterproofing* program. “I was so excited when I saw the pool,” he recalls, “but I was also scared. I was afraid we would have to swim in the deep end right away!”

Latrell has no trouble with the deep end now. After mastering the four strokes at Asphalt Green, swimming became his passion. He developed a healthy sense of competition because of swimming.

For the next five years, Latrell and his grandmother, Charisse Chavers, returned every spring for The Big Swim. Last May, he was “discovered” by two AGUA coaches. He made the team and, with a Swim for the Future scholarship, should thrive as an AGUA swimmer.

“I dream of making the Olympics,” says Latrell, “and when I do, the first person I will thank is my grandmother.” Charisse brings Latrell to his practices, even though she works long hours and is helping raise seven other grandchildren. “He has talent, and with hard work and dedication, he will achieve incredible things,” she says, as her eyes well up.



## a little change creates a lot of fun

Mike Bailey may be Asphalt Green’s Director of Youth Sports, but, at our popular Summer Day Camp, he’s known as “Megaphone Mike.” As the voice of camp, Megaphone Mike is the first and last part of every camper’s day. In the morning, he welcomes everyone onto campus. At night, he sends smiling kids home to their parents.

With Mike’s leadership, camp enrollment has increased to more than 700 children annually. With this growth has come a commitment to scholarships for campers who could not otherwise afford to attend. In the last several years, Asphalt Green has given approximately \$300,000 in scholarships to inner-city kids.

A generous donor made the first investment in the Summer Day Camp Scholarship Fund, which is supplemented by Asphalt Green’s fundraising efforts. Coins for Campers, a very special week in camp, raised more than \$14,000 from camp families who understand that every child deserves the opportunity to experience fun and friendship.

Mike says, “The stories were incredible. Many families had lemonade stands on weekends. One child brought in his entire piggy bank! All of our campers, including current scholarship recipients, participated.”



## meaningful work that gives back

Aida Rodriguez and Amanda de Jesus began their journeys with Asphalt Green as kids at The Big Swim. They know how exciting it is to swim on that day, when nearly 1,000 kids experience the thrill of a swim meet. Amanda recalls her grandmother asking Olympian Rowdy Gaines for an autograph. And Aida said she could always hear her Dad above the crowds.

When Aida was a teenager, her father—who was instrumental in her love of swimming—passed away. “I could have coped in a lot of negative ways. I chose instead to get a job,” Aida says. “Everyone at Asphalt Green was so welcoming, and that helped me get over the pain of losing my dad.” Aida now enjoys teaching kids what she struggled with—going from shallow to deep water.

Both Aida and Amanda started as lifeguards and moved up the ranks, earning the credentials to become instructors. Amanda says working with an autistic boy is her proudest achievement. “He was terrified of water. Now, he swims twenty-five yards. He sometimes sings; he’s that happy in the pool.” Amanda has big plans beyond Asphalt Green. “I’m going to be a nurse, but I never want to stop teaching kids to swim.”

Aida plans to attend college but says she will never leave Asphalt Green. “I will always come here. I will bring my kids here to swim.”



## great teams create great champions

Coach Rachel Stratton-Mills knows it takes a team to build a champion. In swimming, when an individual is competing against others and the clock, even the fastest win is a group effort.

“The race is an individual event, but the preparation is a team journey,” says Coach Stratton-Mills. AGUA practices together six days a week, sometimes seven. The young swimmers train at Asphalt Green before and after school; they participate in group strength training in our Fitness Center. They push each other to be their best.

Six AGUA swimmers qualified for the 2012 Olympic Trials. Four have been long-time Swim for the Future scholarship recipients, a fund made possible by generous donors. Says Stratton-Mills: “Being an Olympian is not just about making the Olympic team. It’s about the days, weeks, months, and years leading up to Trials.”

“AGUA is special in so many ways,” she continues. “Our diversity is unique to the sport and sets us apart from other teams across the country. It also gives the kids—Asphalt Green’s swimmers and our competitors—a better understanding of how the world works.”

# the year in numbers

1,059,050

hours of free fitness and play off campus

657,169

visits to our campus for fee-based programs and fitness

12,500

children served in our Recess Enhancement Program

1,300

children learned to swim through *Waterproofing*

450

middle school students learning teamwork and confidence in our Community Sports Leagues

2,000+

New Yorkers attending free community events: The Big Swim®, The Inaugural Snowman Showdown™, Asphalt Screams, and Wallie Exercises

3,000

members exercising in our newly-renovated Fitness Center

52,000

square feet of our new Battery Park City campus

## being a great neighbor to new york city

Several times a year, Asphalt Green opens its campus for free, fun fitness events with the help of generous donors. The Snowman Showdown brought more than 300 people to campus last year—along with about 150 snow-people! Guests learned winter warm-up tips and got moving despite the cold. Asphalt Screams, our first Halloween event, brought more than 600 ghouls and ghosts out to play on our field. And The Big Swim sees almost 1,000 children get on the racing blocks at our pool every year.

Snowman Showdown™ | Asphalt Screams | The Big Swim®



## asphalt green financial statements

year ended June 30, 2011

statements of financial position

	June 30, 2011	June 30, 2010
<b>ASSETS</b>		
Cash and cash equivalents	\$ 5,447,940	\$ 5,261,253
Investments	9,310,600	7,319,671
Contributions and grants receivable, net	1,814,946	840,355
Prepaid expenses and other assets	563,305	491,980
Property and equipment, net	20,681,101	21,250,539
	<u>\$ 37,817,892</u>	<u>\$35,163,798</u>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Accounts payable and accrued expenses	\$ 1,454,188	\$ 824,997
Deferred membership dues and unearned fees	3,976,344	3,711,371
Refundable advance	500,000	500,000
Loans payable	1,499,479	2,130,729
	<u>7,430,011</u>	<u>7,167,097</u>
Commitments and contingency (Note J)		
Net assets:		
Unrestricted	23,918,146	24,636,683
Temporarily restricted	3,965,464	963,390
Permanently restricted	2,504,271	2,396,628
	<u>30,387,881</u>	<u>27,996,701</u>
	<u>\$ 37,817,892</u>	<u>\$35,163,798</u>



statement of activities

	Year Ended June 30, 2011				Year Ended June 30, 2010
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
<b>Revenue and public support:</b>					
Program service revenue	\$ 13,579,336			\$ 13,579,336	\$ 12,602,217
Special Events (net of direct benefit to donors of \$9,685 in 2011 and \$11,550 in 2010)	485,129			485,129	320,471
Investment Income	800,271	\$ 1,679,468	\$ 107,643	2,587,382	1,814,972
Management fee revenue	149,424			149,424	102,000
Contributions (including in-kind goods of \$16,181 in 2011 and \$52,650 in 2010)	527,705	799,845		1,327,550	743,110
Revenue from government grants	230,250	1,600,000		1,830,250	634,998
Total revenue and public support before release of restrictions	15,772,115	4,079,313	107,643	19,959,071	16,217,768
Reclassification of accumulated endowment earnings	(1,291,989)	1,291,989		0	0
Net assets released from restrictions	2,369,228	(2,369,228)		0	0
<b>Total revenue and public support</b>	<b>16,849,354</b>	<b>3,002,074</b>	<b>107,643</b>	<b>19,959,071</b>	16,217,768
<b>Expenses:</b>					
Program services	14,419,490			14,419,490	13,371,814
Supporting services:					
Management and general	2,597,652			2,597,652	2,531,771
Fund-raising	550,749			550,749	506,263
Total supporting services	3,148,401	-	-	3,148,401	3,038,034
Total expenses	17,567,891	-	-	17,567,891	16,409,848
<b>Change in net assets</b>	(718,537)	3,002,074	107,643	2,391,180	(192,080)
Net assets - July 1	24,636,683	963,390	2,396,628	27,996,701	28,188,781
<b>Net assets - June 30</b>	<b>\$ 23,918,146</b>	<b>\$ 3,965,464</b>	<b>\$ 2,504,271</b>	<b>\$ 30,387,881</b>	\$ 27,996,701

## with gratitude to all our supporters...

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