

Global Giving Project

Submitted By

YOUTH ENRICHMENT SERVICES

Boston, Massachusetts



YES Academy

Leadership Programs for Urban Teens

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Organization Background

For more than 46 years YES has been living its mission of inspiring and challenging inner-city Boston youth with physical and mental activities that foster life-long respect for self, others, and the environment.



16-year-old Amadeo (L) and 15-year-old Daniel (R) are teen leaders in the Junior Volunteer Program.

YES changes lives by offering youth enriching out-of-school time opportunities. More than 1,600 Boston youth ages 7-18 participate in YES's enrichment, outdoor, and leadership programs each year.

YES was founded in 1968 by the late Richard Williams who was inspired to bring city kids to the mountains to ski and experience a whole different world along with pride of achievement. Today, YES offers a year-round continuum of sports-based youth development, leadership, and enrichment programs that help youth lay the foundation to achieve greater success in school, work, and life.

Overview of Program

YES is seeking support through the Global Giving Project to increase the organization's capacity to provide year-round, high-impact programs to urban youth in FY15 (July 1, 2014-June 30, 2015). Funding would be used to support program expansion in the Tier 3 High Impact Leadership Programs serving inner-city Boston teens. **The target growth goal is to serve by 7% more youth during FY15 as compared to FY 14. Last year, 178 Boston teens were served through the YES Academy programs.**

There is a tremendous unmet need in Boston for out-of-school time programs. YES is one of the few organizations that serves boys and girls from all of Boston's neighborhoods and offers programs year-round, with program offerings on the weekends in addition to afterschool.

The Tier 3 YES Academy High-Impact Programs include the Girls Outdoor Adventure Leaders, Career Exploration, Junior Volunteer Program, and College Prep. These programs engage and enrich youth physically, mentally and socially through athletics, service learning, and weekly workshops and group mentoring. YES Academy programs give inner-city middle and high school teens opportunities outside of the classroom to develop new skills and access physical activity. Research shows that teens who participate in sports-based youth development activities like the YES Academy do better in school and are less likely to engage in risky behaviors. Through these programs, YES gives teens the chance to develop positive relationships with peers and supportive adult role models while increasing the skills and confidence they need to overcome barriers to educational attainment and employment opportunities resulting from economic disadvantage or attending a low-performing school.

The **Junior Volunteer Program (JRV)** provides teens with leadership development opportunities, community service activities, and positive adult role models. Program meets weekly throughout the school year. Target for FY15 is to serve 62 youth.

College Prep Program (CP) offers high school students a personalized approach and support with the college application, decision, and admission process. Weekly workshops, college tours, and one-on-one

counseling sessions are offered. Program meets weekly throughout the school year. Target for FY15 is to serve 50 youth.

Career Exploration Program (CE) provides youth a positive work experience and the opportunity to develop job readiness and technical skills, which have been shown to make a difference in young people's educational aspirations and ability to secure employment. Program meets weekly during the school year. Target for FY15 is to serve 60 youth.



YES Career Exploration student 15-year-old Tariq (R) learns how to network with professionals at a YES Student Networking Night

Girls Outdoor Adventure Leaders (GOAL) is a gender-specific program and meets the unique developmental needs of middle school girls by giving them the chance to build self-confidence, positive values, girl pride, and leadership skills. GOAL is one of the few year-round, female-only programs for Boston girls ages 11-14. Program meets weekly during the school year and 3x week in the summer. Target for FY15 is to serve 20 youth.

Program Needs

In Boston, as few as half of families have access to out-of-school time programs for their children. Even fewer teens have options of programs focused on youth empowerment and leadership opportunities. A strong body of research demonstrates that youth development organizations such as YES that include activities such as service learning, peer helping, positive adult role models, workforce skills and athletics help students succeed by enabling them to develop competencies and skills that support success:

- Positive self-concept and social confidence
- Skills in problem solving, creative thinking, decision making and conflict resolution
- Civic engagement
- Appropriate social behavior and abstaining from risky behaviors

YES serves youth from diverse low-to-moderate income families who live in Boston's inner-city neighborhoods with a targeted focus on Dorchester, Roxbury, and Mattapan. The vast majority are at-risk as a result of socio-economic status, race and geography.

Over 80% of students enrolled in YES Academy during FY14 were youth of color. Nearly 2 out of every 3 YES Academy youth (63%) during FY14 were from low-to-moderate income households. YES continues to strategically outreach to both youth of color and low-income youth with the goal of continuing to reach underserved youth of color.

Program Timetable:

A top goal of YES for FY 15 is to increase the number of inner-city teens served in the YES Academy programs by 7%. Target for FY15 is to serve 192 youth in total. Funding from Global Giving donors will help reach this goal by helping to underwrite YES Academy programming costs.

Program Outcome Measurement:

Outcome statistics from FY 14 (ending June 30, 2014) clearly demonstrate the positive impact YES Academy programs have on youth. Below is a sampling of our most recent results:

Program	Measure	FY14
GIRLS OUTDOOR ADVENTURE LEADERS	INCREASED HEALTHY LIFESTYLE CHOICES	82%
GIRLS OUTDOOR ADVENTURE LEADERS	INCREASED SELF CONFIDENCE	75%
JUNIOR VOLUNTEER TEEN LEADERS	GRADUATED HIGH SCHOOL & ENROLLED IN COLLEGE	100%
JUNIOR VOLUNTEER TEEN LEADERS	GAINED NEW LEADERSHIP SKILLS	98%
CAREER EXPLORATION	GRADUATED HIGH SCHOOL & ENROLLED IN COLLEGE	100%
CAREER EXPLORATION	IMPROVED EMPLOYMENT SKILLS	100%
COLLEGE PREP	INCREASED COLLEGE AWARENESS	100%

For all programs, student demographics are collected and attendance is taken. YES routinely conducts pre and post youth/family surveys to measure changes in self-perception and development of specific skills. Surveys are conducted with parents to capture their satisfaction and ask about the changes they see in their child. Supervisors provide observation and evaluation feedback. The numbers of returning youth, high school graduates and college enrollees are also documented.

Funding Sources of the Program:

Top Five Contributors to the YES Academy programs are: Trip Advisor Charitable Foundation - \$50,000; Amelia Peabody Charitable Foundation - \$37,000; Boston Beer Company - \$30,000; Jessie B Cox Charitable Lead Trust: \$25,000; and Frank Reed & Margaret Peters Memorial Fund: \$10,000.

Program Budget

YES Academy INCOME	
Giving	
Foundations	\$ 130,500.00
Corporations	\$ 12,000.00
Government Grants	-
Individuals & Events	\$ 60,000.00
Total Giving	\$ 202,500.00
Other Revenue	
Program Service Fees	\$ 4,050.00
Total Other	\$ 4,050.00
TOTAL YES Academy INCOME	\$ 206,550.00

YES Academy EXPENSES	
Personnel	
Salaries & Wages	\$ 142,396.00
Benefits & Tax Expenses	\$ 28,057.00
Personnel Expenses	\$ 170,453.00
Operations	
YES Academy Program Expenses:	
Transportation	\$ 1,544.00
Postage/Delivery	\$ 250.00
Advertising	\$ 250.00
GOAL	\$ 3,500.00
Career Exploration	\$ 1,000.00
College Prep	\$ 3,200.00
Junior Volunteers	\$ 2,500.00
Occupancy Expenses	\$ 16,206.00
Other Expenses	\$ 7,125.00
Total Operations	\$ 35,575.00
TOTAL YES Academy EXPENSES	\$ 206,028.00

The **YES** Formula for Impacting Boston Youth

youth enrichment services



believe and achieve

EXPERIENCE The Outdoors

TIER 1 INTRODUCTORY Experiences & Activities

Skiing, Snowboarding, Kayaking, Fishing
Sailing, Surfing, Rock Climbing, Hiking
Biking, Track & Field

Operation SnowSports
Ski & Snowboard Activities
One Day Trips

Outdoor Adventure
Summer Sports Activities
One Day Trips



Build CONFIDENCE

TIER 2 MULTIPLE Experiences & Activities

Operation SnowSports Season Pass
Program (participation in 5 or more
ski/snowboard trips per winter)

Outdoor Adventure
Summer Activities
(offered 5x per week)

Outdoor Adventure
Summer Track & Field
(offered 2x per week)



Create Pathways to LEADERSHIP

TIER 3 HIGHEST IMPACT Youth Development & Leadership Programs

YES Academy
1. Junior Volunteer Program
2. Career Exploration
3. Girls Outdoor Adventure Leaders

Operation SnowSports
Ski & Snowboard Team (competitive and
developmental racing program)

Outdoor Adventure Fall & Spring
Track Teams (developmental races
and competitive meets)



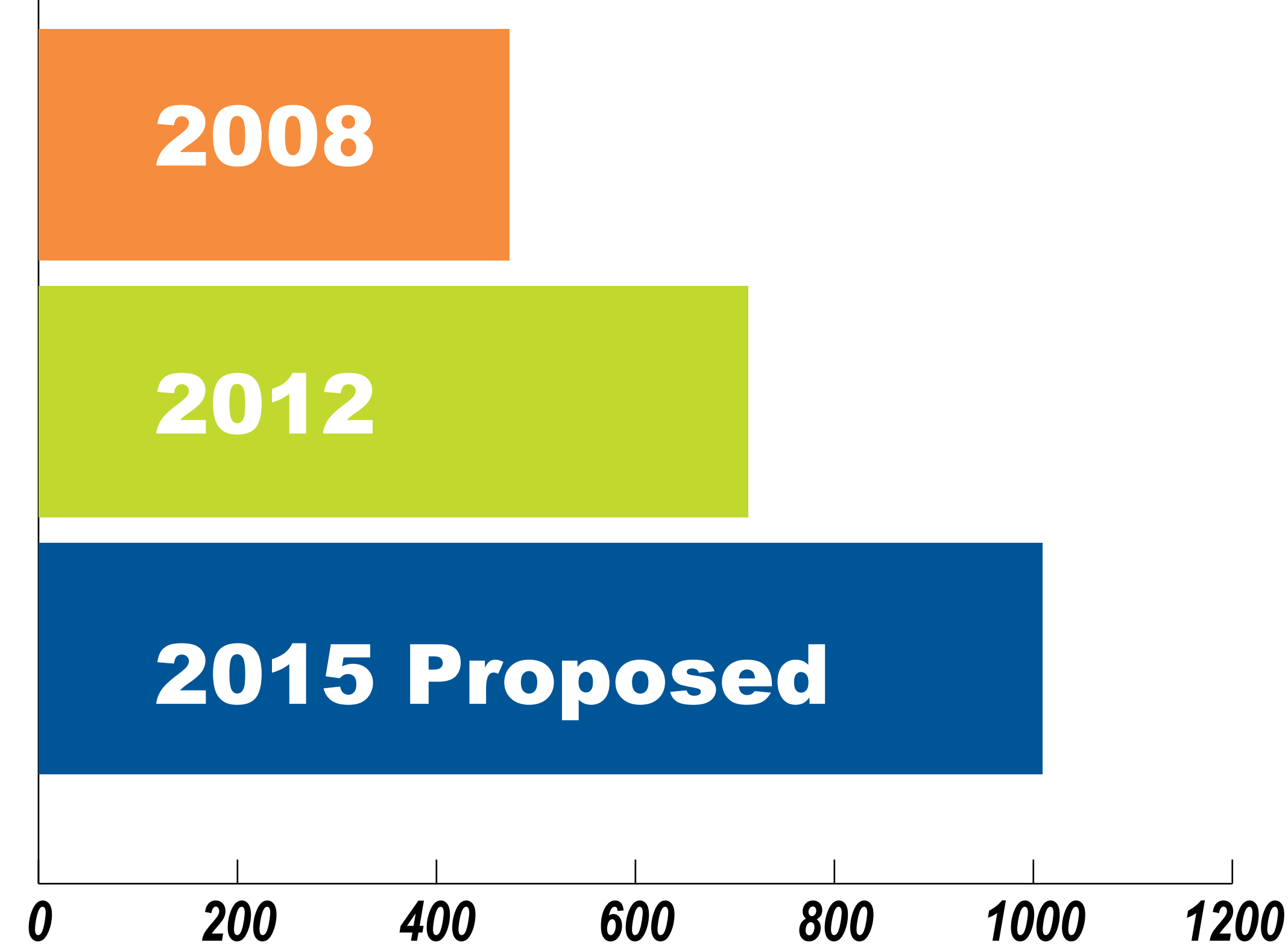
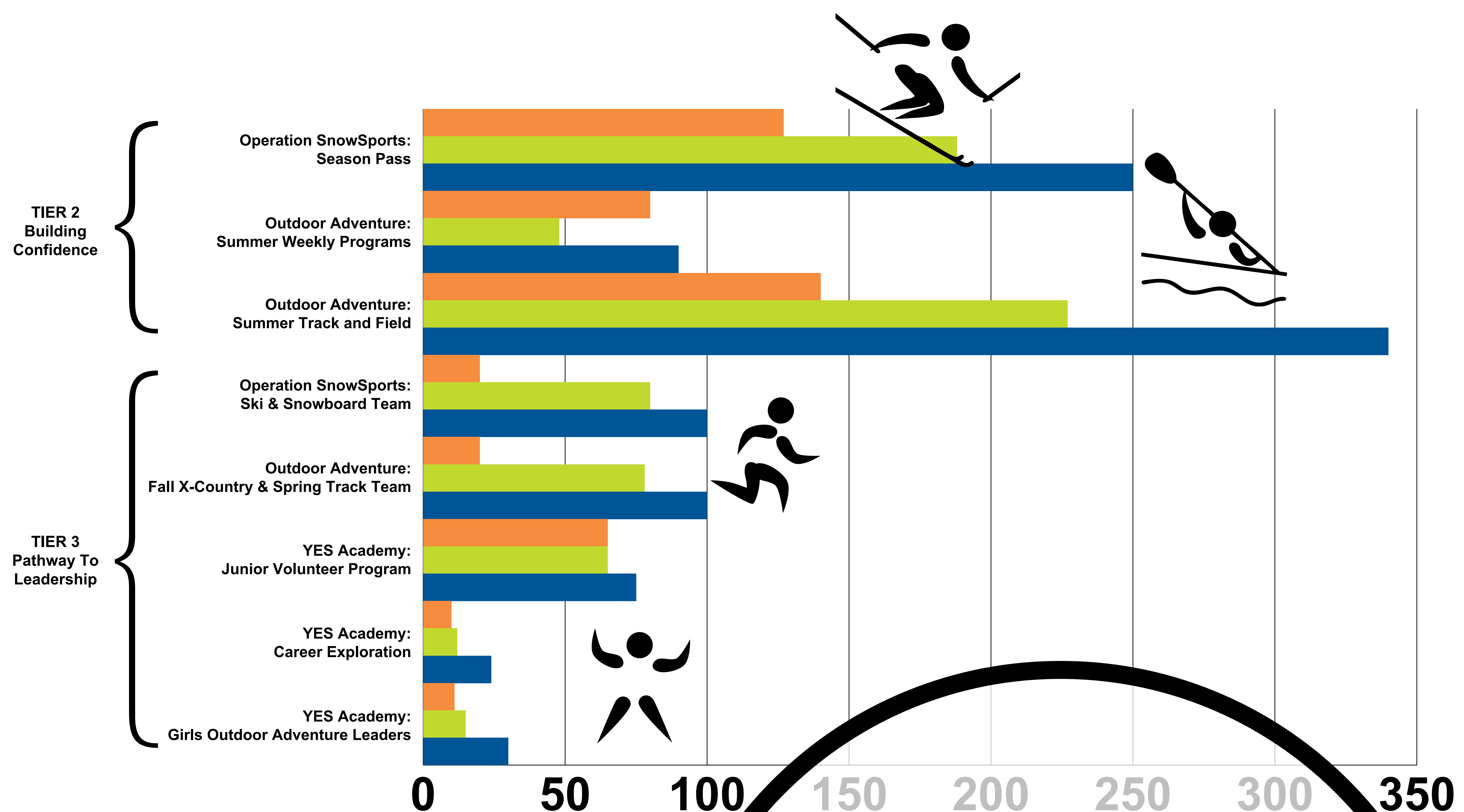
**Lasting Impact
On Youth:
Lifelong
Leaders and
Learners**

A SAMPLING OF OUR OUTCOMES

- 97% of JRV's feel more confident teaching others.
- 100% of high school seniors in the JRV Program in 2011 and 2012 enrolled in college.
- 100% of GOAL girls increased their self-confidence as leaders.
- 100% of Career Exploration students increased their 21st Century workplace skills.

STRATEGIC GROWTH PLAN: *Reach 40% More Urban Youth by 2015*

Number of Youth Served in Tier 2 and Tier 3 Impact Programs



TOTAL