

Boston-based Youth Enrichment Services Chosen for 2006 Massachusetts *Catalogue for Philanthropy*

BOSTON – Nov. 17, 2006 – Youth Enrichment Service (YES), a non-profit that offers low- and moderate-income Boston area kids outdoor and practical learning activities, today announced it has been selected as a Massachusetts 2006 *Catalogue for Philanthropy* charity.

This year's edition of the *Catalogue* profiles 72 of Massachusetts' outstanding environmental, cultural and human service agencies as "examples of excellence" in Massachusetts' philanthropy. Youth Enrichment Services was chosen from a total applicant pool of more than 250 organizations.

YES was founded in 1968 to introduce at-risk youth to outdoor challenges and opportunities they never even dreamed of—starting with skiing and now also including snowboarding, camping, biking and hiking.

According to Mary Williams, president of YES, “We are excited to be selected as a Massachusetts 2006 *Catalogue for Philanthropy* charity. Since one-third of all juvenile crime occurs on weekdays after school and before parents come home, and urban school systems have a hard time providing sufficient after-school activities, constructive recreation is a very valuable community service to provide. YES squarely addresses the need for outdoor and learning activities in a way that helps kids build self-esteem and foster life-long respect for themselves, others and the environment.

Through YES efforts, the outdoor recreation industry has supplied hundreds of thousands of dollars in lift tickets (at Butternut, Black Mountain, Cranmore, Jiminy Peak, Killington, Loon, Pat's Peak, Pico, Shawnee Peak, Sugarloaf, Sunapee and Wachusett), lessons and equipment every year to a cumulative total of more than 100,000 Boston at-risk youth. YES works with over 100 community-based youth agencies to recruit skiers, and uses 200 volunteers annually to help them train and participate in the program. Ski trips are carefully prepared for after-school sessions. The average participant enjoys two ski trips each year (in groups of seven with one chaperone and one ski instructor), and stays involved in the program for four years. A Harvard Business School study reported that over 90% of YES alumni graduate from high school, 50% attend college and 50% continue skiing as adults. YES also operates a spring outdoor biking program and a summer camp.

The *Catalogue*, which was the first of its kind anywhere, was created by a group of leading foundations here in 1997 to help close the gap between Massachusetts' ranks in income and in charitable giving — then the largest such disparity in the nation. To do this, in addition to the annual *Catalogue* itself, the project developed the nationally-known "Generosity Index"™, a website (www.catalogueforphilanthropy.org), "Giving Massachusetts Day" proclaimed since 2001 as the day after Thanksgiving by Governors Swift and Romney, and many other "donor-friendly" tools. Since 1997, charitable giving here has doubled, from \$2 billion to \$4 billion, and though the *Catalogue* makes no claim for this growth, the *Catalogue* Project is widely recognized as a national leader in donor education. There are now similar *Catalogues* in Washington, DC, and St. Louis, MO, and others are being planned in several other philanthropic markets.

According to George McCully, president of the *Catalogue*, "The *Catalogue* is designed as a showcase for Massachusetts philanthropy, and a one-stop shop for a family's charitable giving. A single check, electronic transaction over the web or stock transfer can be allocated to as many

charities as the donor pleases, and because the *Catalogue* is sponsored and paid-for by its philanthropic sponsors, 100% of every donation goes to the designated charities."

Youth Enrichment Services was chosen in rigorous competition by professional grantmakers, private donors, fundraisers and executive directors of charities. "Charities are selected for general excellence, cost-effectiveness, and teaching value about philanthropy," McCully said.

Individuals or organizations interested in learning more about the YES ski/snowboard program or YES SUCCESSive should contact Will Morales at 617-267-5877 x20 or wmorales@yeskids.org.

About Youth Enrichment Services (www.yeskids.org)

Since its founding in 1968, Youth Enrichment Services (YES) has helped more than 100,000 low- and moderate-income Boston area youth build self-esteem and foster life-long respect for themselves, others and the environment through participation in outdoor and practical learning activities. Research shows that YES kids who remain committed to the program over time -- serving as junior counselors and volunteers -- graduate high school, attend college and obtain jobs at a higher rate than their peers. YES also helps local youth agencies and schools offer challenging programs to reward and motivate their members/students. YES is unique in taking kids out of their familiar urban environment and challenging them with both summer and winter outdoor activities such as skiing, hiking and biking. YES is a 501(c)3 educational institution and is registered with the Massachusetts Attorney General's Office of Public Charities.

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