



believe and achieve

Youth Enrichment Services

"This institution is one of the gems in Boston's non-profit sector. It has a direct and positive impact on urban youth and it helps other youth programs provide experiences and services they could not offer on their own. YES is a wonderful model of how to do it right."

Rev. Dr. Raymond A. Hammond, Board Chair, The Boston Foundation and Chair of the Ten Point Coalition





Leveraging Resources for Boston Youth

President/Board Chair's Letter

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YES is a Boston institution, one that has been serving youth since 1968. With industry and community support, YES is a quiet success story about how to leverage resources. Industry donations, community partnerships and volunteer commitment enable YES to leverage donations - every dollar donated is matched by \$1.07 in-kind from the snowsports industry and volunteers.

"This place is the best bang for your buck," George Macomber said during a 1987 YES celebration. Retired president of the George B. H. Macomber Company, Mr. Macomber has been a YES donor since 1981. His son, John Macomber, is a former YES board member and volunteer instructor. "My greatest respect for YES is in the values that it encourages: working toward a goal, and giving recognition for achieving goals. It teaches underprivileged kids how to get along in the world, in ways they might not otherwise learn." The unique mix of corporate, community and volunteer support opens new doors for 3,000 urban youth annually by teaching them how to look outside of their daily lives and take positive risks.

We would like to thank every YES supporter for keeping this Boston institution alive and well. We would especially like to thank this year's new donors - Sovereign Bank, CIBC World Markets, KTR Fund, and Bain Capital - as well as second year supporters - the Yawkey Foundation, The Boston Foundation, and three anonymous funders. We are equally grateful to long time funders including: Filenes/Kaufmann's, the Associated Grant Makers Summer Fund, the Hyams Foundation, the Brad Wheeler Memorial Golf Tournament and the Danversport Yacht Club. The financial support of these and so many other donors creates the leverage that makes it all possible.

Sincerely,

Mary Williams
Executive Director

Peter R. Haffenreffer
Board Chair



YES' Mission: YES inspires and challenges youth with physical and mental activities that foster life-long respect for self, others, and the environment.

YES
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 Boston, MA 02118
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 617.267.5877
yes.info@verizon.net



Who Cares and Who Benefits

The Volunteers

People from all walks of life who enjoy outdoor recreation, skiing, biking, and camping give their time to YES. Over 200 volunteers provide the human capital to inspire 3,000 youth annually. "I get up at 3:30 for a 5 am start and we often don't get back until 9 pm, but I get more out of this than the kids do. I look forward to winter now. In fact, I learned how to ski for YES when I was 44," declares volunteer John Lindsay.

The Industry

"We could not do what we do without the donated services of New England ski resorts and the Massachusetts Division of Forests and Parks," said Richard Williams, the late founder of YES. "We even have a ski house at Killington, VT, thanks to a generous family." In FY04, \$146,014 in lift tickets and \$34,351 in equipment and services were donated to YES. "For 30 years we have provided money and equipment, and at the same time fostered relationships with others in the industry," reflects David Ingemie, President of the Snowsports Industries of America (SIA), the industry's trade organization.

The Community

Over 150 agencies enrich their programming through YES. They include after school programs, police departments, middle and high schools, boys and girls clubs, YMCAs and YWCAs, and faith-based organizations. "We use YES to motivate kids to stay in school," explains Valerie Hampton, a teacher at the Fifield School in Dorchester. "YES should be a national model. Their programs build self-esteem and help kids develop life skills," says Boston police officer Bill Baxter.

The Youth

YES works with youth from every Boston neighborhood, every race and every ethnic background. In FY04, 57% of YES kids were participating for the first time and saw a new recreational area of New England that they had never before seen. A full 43% were returning for at least the second season.

"All five of my kids went through YES, and it changed each of their lives," praises Rita Kenneally, a Boston parent.

What are the Outcomes



Mixing donated outdoor equipment, volunteer instructors, and eager urban kids from neighborhoods all over the city — YES' small staff brings it all together to create a carefully orchestrated learning experience. The program is underscored by high quality training and the commitment of diverse segments of the community - the outdoor sports industry donates the equipment, tickets and training; community agencies motivate youth to earn money and get the grades to qualify for YES trips; and committed volunteers are trained by industry professionals to be ski instructors and hiking guides.

YES is able to recruit a steady influx of new people each year who join a solid core of long-term volunteers, as committed to the YES vision as (founders) Mary and Richard Williams. **"We show these kids a world of hope, happiness. We show them how risks and rewards are tied together,"** says long-time volunteer Marc Abbott.

YES volunteers receive 8 hours of training by the experts, like Einar Aas, Ski School Director at Ski Butternut and Board member of the Professional Ski Instructors of America for 30 years. "We focus on how to handle fear with beginners."

Engaging Youth

More than anything else, YES programs are fun, and that's what gets youth hooked. By making the trips financially accessible, YES can engage urban kids in an experience that takes them places they've never been before, physically and mentally.

YES focuses on individual sports that allow some kids to find a niche. **"There's a healthy subculture that has emerged around snowboarding.** It's a form of expression for some kids - the clothing, the board style. It gives them a sport to pursue if

they're not into team sports." For Carl Ameno, Director of the North End Nazarro Center, this is important because it means kids are engaged in something cool and safe. **"This is a subculture that exists within a framework of adult chaperones, kids of all ages mixing with families and abiding by the rules of the mountain.** They can be independent within this structured environment."

Notes Troy Hawks, Managing Editor, National Ski Area Association (NSAA) Journal, "Skiing and snowboarding are 'get up and get out' sports...they offer kids a fun way to be physically active, and also expose kids to new geographic areas...hills, mountains they have never seen before." Long-time volunteer Lowell Kim agrees. "When I started volunteering, I would get off the bus at the mountain and ask the kids to start getting their gear. Instead they would just stand there staring at the mountain. Now I just let them stare. Most of them have never seen a mountain before!"

Opening Doors

More than just a new place, these outdoor spaces present new challenges that open doors and allow kids to leave behind dead ends. **"Our agency is in the middle of Dorchester and our community has a lot of issues. The kids try to stay away from it. In the summer, they use YES camping trips and in the winter they go snowboarding and skiing,"** says Domingo Darosa, a Department Head at Community Schools and first generation YES participant. David Ingemie, President of Snowsports Industries of America, one of YES' industry partners, concurs. "Our partnership is important because it gives people who would not normally have the opportunity to participate in snow sports the chance to experience a lifetime sport."



The challenge of getting down the mountain teaches these kids that just because it looks tough doesn't mean you shouldn't try it. "YES gives them an opportunity to step outside of themselves, take a risk, try something new and be successful outside of their usual sphere. **Skiing involves a lot more fear than most sports. If you go through something like that – learning to listen and trust while you're scared – you gain confidence,**" notes volunteer Verena Jones.

"We see this carrying over to school. This gives them the will to keep going at it. They push a little harder to get the grades and earn the money they need to go on the next trip," raves Domingo Darosa.

"Going skiing opens kids to new experiences, options for traveling and job opportunities they might not otherwise see" believes Mike Gerardi, General Manager of Buchika's Ski Shop in NH and YES board member. Mike donates equipment and supports the job training program, helping kids understand how to dress, act, and present themselves in a job interview, sports related or not. "You only get one chance to make that first impression." YES participants agree. **"I learned that you need to present yourself in the most professional way, from your smile to your grammar and your clothes,"** says Jamesa Westbrook. Troy Hawks hopes that some will pursue jobs within the industry. "Some will fall in love with the sport, and in turn seek out jobs in the industry...it's really how we all got here ourselves."

Diversity Outdoors

"I was skiing with a friend one day and commented that there ought to be a program to get more minority kids on the slopes. Then I came across YES at the Boston Ski show and I've been volunteering ever

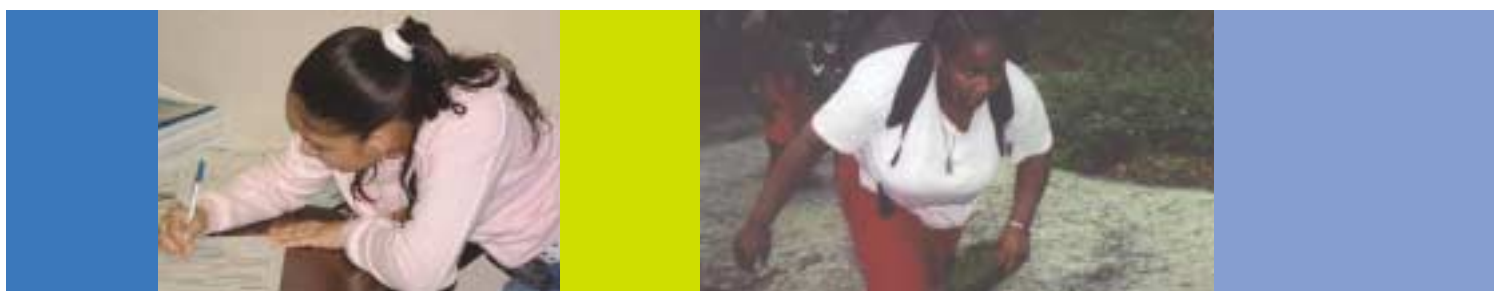
since," says another long time volunteer Francis Wood. Taking urban youth out of the city also brings diversity to the great outdoors, and may change the cultural norms of these sports.

"Richard Williams told me in 1968 that I needed some color in my [ski] school," says Einar Aas, chuckling at the memory. **"He was right! Now we're looking at hiring YES kids as instructors, lift operators, and customer service reps."** Just the next logical step in YES'partnership with the snowsports industry.

Simply seeing these kids on the trails and slopes of these mountains raises awareness. "I've seen it. YES kids don't always have the warmest attire, their equipment says YES all over it. At first the local kids interact with the YES kids differently and avoid them. But by the end of the day they gain their respect and they're all skiing together," cheers Domingo Darosa.

YES' Future

The demand is there and the resources are available. With the collective support of community agencies, volunteers, and industry donors behind it, YES has a bright future ahead. "I'm proud to be associated with it," applauds Irving Liss, owner of Hilton's Tent City, and a YES board member. Volunteer Fran Wood believes you get your life by giving it away. In that case, everyone at YES is leading a very full life indeed!



Youth Enrichment Services Financial Statement

For the year ending June 30, 2004 *(Thirteen months of financial activity due to a change in fiscal year).*

Support and Revenues

Support	
Foundations and Corporations	\$327,128
Individuals	45,595
Fund Raising Events	25,664
Donated Equipment and Services	34,351
Donated Lift Tickets	146,014

Total Support	\$578,752
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Revenues	
Participants Fees	\$105,056
Rental Income - Net	17,770
Dividend and Interest Income	982
Gain on Sale of Investments	623

Total Revenue	\$124,431
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Total Support and Revenue	\$703,183
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Expenses

Program Services	84%
Ski Program	\$359,410
Outdoor Adventure and Girls Programs	107,528
Job Training Program	35,979
Explorer Team	78,440
Supporting Services	16%
Management and General	44,127
Fund Raising	64,927

Total Expenses before Depreciation	\$690,411
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Depreciation (non cash) Expense	\$109,172
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Increase (Decrease) in Net Assets	(\$96,400)
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Net Assets at Beginning of Year	\$463,818
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Net Assets at End of Year	\$367,418
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Did You Know?

- ◆ Every \$1 donated to YES is matched by an average \$1.07 of in-kind corporate and community support.
- ◆ Donated lift tickets and equipment accounted for 30% of YES' FY04 budget.
- ◆ Volunteer services are worth over \$135,000 annually.
- ◆ 20% of YES volunteers are past participants.
- ◆ 150 youth agencies benefit from/partner with YES to serve nearly 3,000 youth annually.





Youth Enrichment Services Wishes to Thank Everyone for your Generous Support

\$10,000 +

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Ike Adams
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Hassan Swanigan
Cal Thomas
David Thompson
Zachary Tofias
Christina Tomchik
Lawrence Tormey

"Tom and Jean Yawkey were particularly committed to providing athletic opportunities for youth who otherwise may not have had access to sports programs that help them grow physically and socially.... Today, the Foundation is proud to support many worthwhile youth athletic programs, including Youth Enrichment Services." *Yawkey Foundations Grant Report FY04*

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