# LEADERSHIP AT YES

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- Betsy Strickland, Vice President
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- Ted Ligety
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- Wendi McKenna
- Christopher Peabody
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- Sheldon Simon
- George Stathis
- Brian Strachan
- Jess Williams
- Mark Williams

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- Clarence Brown
- Phil Brown
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- Ted Curd
- Louis DeGeorge
- Steve Delaney
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- Beth Feinberg Keenan
- Jessica Ferri Schmitz

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- Jamie Martin Burch, Director of Development
- Bernadette Peeples, Director of Programs & Operations
- Ezra Banks, Track & Field Coordinator
- Christine Brydges, Development Coordinator
- Rachael Cina, YES Academy Program Coordinator
- Shiona Decaravelho, YES Academy Director
- Sam Donahue, Rental Shop Coordinator
- Laura Neubauer, Volunteer Director
- Allyssa Prutzman, GOAL Program Coordinator
- Tiffany Spearman, Track & Field Coach
- Courtney Walters, Program Coordinator
- Allison Zacarias, College Prep Program Coordinator

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- Darnell Williams
- Mary Williams
- Wayne Wytrzes
- Dave Zablatsky

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**FISCAL YEAR 2014**

**IMPACT REPORT**

412 Massachusetts Avenue Boston, MA 02118  www.yeskids.org  (617) 267-5877

Printed Dec 2014
Dear Friends,

This year was a remarkable one for Youth Enrichment Services (YES). It was a year of continued growth and landmark success, as we continue to deepen the impact we have in the lives of young people.

We expanded the YES Academy to include a College Preparation Program in response to an identified unmet need of our high school students. The program was a great success and provided teens with one-on-one support with applications and essays; college tours; and workshops about campus life, financial aid, and scholarships.

We continued our efforts to reach youth with the least access and opportunity for job training. Towards that end, YES established a partnership with Dorchester’s Jeremiah Burke High School to offer the Career Exploration Program at the school for course credit.

YES restructured the Operation SnowSports Program to engage youth on a deeper level on the slopes. The YETTI Initiative (Youth Excel Through Tailored Instruction) is a new model that provides youth with personalized instruction and coaching that is tailored to their specific needs. Youth are in the same peer group throughout the winter and are taught by the same volunteer instructor.

We continue to have unprecedented growth in the Track & Field Program, with over 300 youth participating during the summer. This highlights the unmet need for affordable, safe outdoor activities for youth during the summertime in the evening.

YES was selected by the Olympic Gold Medalist, Ted Ligety, to be his charity partner for the Citi Every Step of the Way Program. To say it was an honor to be selected for this program is an understatement. In his Good Morning America appearance, Ted said he loved being an Every Step of the Way spokesperson because, “It’s been really cool to have YES youth out there and enjoying the sport I love so much.”

We have experienced unprecedented growth of new partners, donors and volunteers. The growth and success that YES saw this year wouldn’t be possible without people like you. Plans are underway to continue this progress and build an even stronger YES for the future.

From all of us at YES – thank you for your generous investment in our youth.

Warmly,

Bryan Van Dorpe,
Executive Director

Richard Ward,
President of the Board of Directors

The YES mission is to inspire and challenge youth with physical and mental activities that foster life-long respect for self, others and the environment.

WELCOME LETTER
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THE YES FORMULA FOR SUCCESS

TIER 1: NEW EXPERIENCES
Youth gain new experiences through introductory activities and sports

YES Programs: Operation SnowSports and Outdoor Adventure one day adventures.

TIER 2: CONFIDENCE
Youth gain confidence through repetitive activities over the course of a season

YES Programs: YETTI (Youth Excel Through Tailored Instruction) Ski and Snowboard program, Outdoor Adventure week-long sessions, YES Track and Field seasonal programs.

TIER 3: LEADERSHIP
Youth build leadership skills through high-impact programming

YES Programs: YES Academy programs including: Girls Outdoor Adventure Leaders, Career Exploration, College Preparation, Junior Volunteer Program.

WHO DOES YES SERVE?

YES targets low-income youth and families. 3 out of 5 YES youth are minorities. 90% of youth served by YES live in Boston.

- African American
- Asian
- Hispanic
- Multi-ethnic
- Caucasian

YES serves 1,600+ Boston youth each year, with a focus on the targeted neighborhoods of Mattapan, Roxbury and Dorchester.

“As a junior volunteer at YES, I have been exposed to a multitude of different cultures. The youth, volunteers and staff are from different places, and have taught me so much.”

- Stephany, 16
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**EXPERIENCE**

In 2014, over 600 youth experienced new outdoor activities with YES’s Tier 1 programs through Outdoor Adventure and Operation SnowSports. Activities they participated in include: Skiing, Snowboarding, Rock Climbing, Kayaking, Fishing, Surfing, Mountain Biking, Track & Field and more! Without YES, many of these youth would have never had the opportunity to have these new outdoor experiences.

“I like coming to YES because I get to not only meet new people and do new things, but I get to learn about how I can contribute to the world.”
-Maude, 14

“Your organization has given our family so many ways to enrich our childrens’ lives.”
- Jennifer, YES Parent

**CONFIDENCE**

In 2014, over 800 youth built confidence through YES’s Tier 2 programs: Operation SnowSports’ season long program, Outdoor Adventure week-long sessions and the YES Track & Field team. Through repetitive activities, youth gain confidence in themselves and increase their ability to succeed in school and reach their full potential.

“Yes has made me more confident because they make me feel comfortable when I am here.”
-Selena, 8

“Yes has not only helped me identify what qualities makes me unique, it has also helped me develop new skills.”
-Ryan, 15

**MEASURES OF SUCCESS**

- **886** youth skied and snowboarded with YES through Operation SnowSports in 2014. For some youth, this was their first time ever seeing a mountain!

- More than **500** youth learned how to rock climb, surf, mountain bike, kayak and run in our 2014 Outdoor Adventure season.

- **95%** of youth reported increased confidence after trying new activities in Operation SnowSports.

- **3 out of 4** Girls Outdoor Adventure leaders reported an increase in self-confidence.
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LEADERSHIP

In 2014, over 175 youth gained leadership skills, explored career pathways, and prepared for college in YES’s Tier 3 High-Impact Programs: Career Exploration, College Preparation, Girl Outdoor Adventure Leaders and the Junior Volunteers.

“YES has given me more of a voice. You have a purpose, and you are trying to help people.”
-Zoe, 15

“We like to take initiative and think of ways to improve the program. I've become a leader. I've become more confident.”
-Alex, 18

MEASURES OF SUCCESS

100% of teens report gaining new workplace skills and grew as leaders in the Career Exploration program.

98% of Junior Volunteers report gaining new leadership skills.

THANK YOU

IN-KIND DONATIONS AND SERVICES

Beartown State Forest
Boston Park & Recreation Dept.
Boston Police Department
Blue Hills Ski Area
Brooklyn Boulders
Charles River Canoe & Kayak
Cinnamon Rainbows Surf Company
Citi – Every Step of the Way
Danversport Yacht Club
Empyreal Snowboards
The Fishing Academy
Good Sports Foundation
HEAD Wintersports
Highland Street Foundation
Jiminy Peak Mountain
Julia Ford, Olympic skier
John Hancock Financial Services
Killington Mountain
Loon Mountain
Mass Dept. of Conservation &

MetroRock
New England Disabled Sports
Northeastern University
Nashoba Valley Ski Area
Northeastern University
Pat Peak Ski Area
Pico Mountain
RAMP
Roll It Forward - City of Boston
Ski Butternut
Ski Ward
Sugarbush Resort
Sugarloaf Mountain
Ted Ligety, Olympic Gold Medalist
T2 Foundation
U.S. Ski and Snowboard Association
Wachusett Mountain
Wompatuck State Park
Waterville Valley Resort

VOLUNTEERS

Over 200 adult and teen volunteers made YES’s programs possible this year. Thank you for your hard work and dedication to serving Boston’s youth!
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Mass Dept. of Conservation & Recreation

MetroRock
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Pat Peak Ski Area
Pico Mountain
RAMP
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**CORPORATE & FOUNDATION DONORS**

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Bank of America Merrill Lynch  
Blackrock Financial Management  
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Turtle Ridge Foundation  
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**EXPENSES & REVENUE**

<table>
<thead>
<tr>
<th>Expenses</th>
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<tbody>
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Cowen and Company
Dana Farber Cancer Institute
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EHS
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First Church of Christ
Harvard Pilgrim Health Care
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Jessie B. Cox CLT - Cox Family Fund
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![Image of a thank you card with a mountain view and text: "Dear Mr. H. Thank you for donating to our Yes! Adventure. On the mountain I can be myself."

2015 Gala Benefactor - Steve & Mary H. Jiranek

The Coach Company: Harvard Pilgrim Health Care, New Balance Foundation, and the Boston Bruins Foundation also congratulated the Jiraneks for their support of Boston Children’s Hospital and the New England Patriots Charitable Foundation, respectively. These partnerships reflect the买的阅读自然。
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Printed Dec 2014